

RADIO

SCREEN

STAGE

# VARIETY

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56 PAGES

## RADIO ON THE DOWNBEAT

### Dramatic Critics' Box Score

#### MID-SEASON (Jan. 6)

	(Key to abbreviations: SR., shows reviewed; R., right; W., wrong; O., opinion expressed; Pet., percentage)
BROWN (Post) .....	60 46 5 .900
ANDERSON (Journal) .....	69 47 9 .889
GABRIEL (American) .....	65 46 7 .836
ATKINSON (Times) .....	65 45 .818
LUCKRIDGE (Sun) .....	67 46 .807
GARLAND (World-Telegram) .....	43 34 .791
MANTLE (News) .....	59 44 .746
SOBEL (Mirror) .....	38 28 .737
HAMMOND (Herald-Tribune) .....	52 36 .692
VARIETY (Combined) .....	81 .953

(This score based on 64 new shows)

(Story will be found on page 46)

### REPEAL A FACTOR; FINDING ITS LEVEL

**Dominance Down—Will Remain Important, but Must Prepare to Fight for Its Audience—Stay-at-Homes Lessen as Depress Lifts—Phonograph Pickup—May Hasten Television**

#### SIMILAR TO FILMS

Rumblings of a new evolution in radio broadcasting are being voiced within intra-radio circles. The thought that the peak of radio may have been reached and that it is now seeking its level is getting around among air men.

Recent national trends are apt to hasten the "easing off" of the dominant radio vogue, it is felt. Repeal is one of the important contributory factors. Radio merchandisers, broadcasters and the downtown statisticians concede that this is based on the obviousness of the increasing away-from-home attendance, as already, forcibly reflected in every major key city where the smarter hotels and restaurants are enjoying a gross income not experienced by them in years.

Economists and statisticians are likening radio to pictures, which latter industry admits that those hey-ho grosses of '28 will probably never again be as consistently apparent as just before the bottom dropped out.

Furthermore, in the co-relation of national economics to radio broadcasting, the ether form of amusement has often been deemed a depression alternative. With loose money tight, the American public had to content itself principally with the ether as its chief source

(Continued on page 34)

### NO MORE 42ND ST. TICKET SPECS.

Theatre ticket agencies are gradually deserting 42nd street, space explaining the number of people using that thoroughfare who pay premiums for seats is steadily decreasing.

Too many hot dog shops say the brokers. That applies especially to west of Broadway, a block in which several former legit theatres now operate with burlesque or have been virtually abandoned. Formerly it had more legit theatres lighted than any block in the theatre zone. Favored theatre block currently is 45th street, Broadway to Eighth avenue.

Latest agency to vamp from 42nd street is that Tyson group which carried the label of "original Fifth avenue Tyson's," moving its quarters to a store in Radio City, the sixth street side of the Rockefeller Center building.

Only three independent agencies, whose busi... is limited, remain. High rent problem has been worry ing the specs. With the bulk of most agency business conducted by telephone, brokers have radically reduced operating expenses.

### Think Tough Students Good Legit Judges

Wilmington, Jan. 15. University of Delaware students will get a chance to pass on new plays before they hit Broadway, under arrangements which the University's drama instructor, C. L. Kase, is reported making with New York producers. Plays would be brought here for one-night trials in the university's auditorium at Newark (Del.). Understood first is to be a new Noel Coward opus.

Figured the students are ultra hard-boiled as to drama, and conditions generally more adverse than possible anywhere else.

### PRISONER SUCH A NICE PIANIST, HE GETS ROUTE

Reading, Pa., Jan. 15. Being a piano player of ability has won Ward Beekley, & prisoner in the office of the Eastern Penitentiary at Philadelphia, a job as the chief entertainer in a private place of entertainment.

The new Berks County Prison, near this city, sometimes referred to as a "country club" because of its palatial appointments, parking lot surroundings and lack of outside walls and other jail features, lacked a pianist for its "chapel" entertainments, which include films and other features.

Word was sent to Philly and the state ordered Beekley, who has family ties here, sent to Reading to complete his term, which has six months to run.

### Official Nazi Brand' Pic Nixed by N.Y. Exhibs

'S. Man Brand' first of the Nazi films, is in New York being shown around to exhibitors and distribs, but no takers. Bavaria Films sent it over to its New York office. Film is being offered to almost anybody, but distribs figure it's not worth getting into possible trouble about Exhibs; even in the heart of the German navy in Yorkville, have thumbed it on the ground it may bring too much attention to their houses.

### Mae West Impersonator As Bus Line Shillless

One of the transcontinental bus lines is using a new type of promotional stunt. An actress impersonating Mae West will make the journey from New York to Hollywood. She will be accompanied by a colored maid, making the usual night stopovers at hotels.

Imitation Mae is not required to converse with strangers nor to give autographs. Salary \$150 weekly. Job lasting three to four weeks. If liked, same stunt will be repeated to other points.

For the first time in the history of the theatre a president's wife attended a Broadway premiere.

Mrs. Franklin D. Roosevelt was in a stage box at the opening of "Re-Echo which bowed into the Forest last Wednesday (10). She was accompanied by Mrs. Frances Perkins, Secretary of Labor.

Audience was first aware of the first lady's presence at the second act intermission when an autograph hound barged in from the street, invaded the box and secured Mrs. Roosevelt's signature. Mrs. Perkins then requested that they not be further disturbed.

The audience whereupon rose and applauded the President's wife.

### Film Critics' Box Score

#### MID-SEASON (Jan. 15)

Key to Abbreviations: PC (pictures caught), R (right), W. (wrong), O (no opinion), PCT. percentage.

#### NEW YORK

(This Score Based on 238 Pictures)

	PC.	R.	W.	O.	Pct.
KATE CAMERON (News) .....	128	103	26	3	.798
JOHN S. COHEN, JR. (Sun) .....	149	103	43	1	.698
RICHARD WATTS (Herald Tribune) .....	105	73	30	2	.695
REGINA CREWE (American) .....	182	124	54	5	.672
THORNTON DELEHANTY (Post) .....	183	83	36	5	.662
BLAND JOHANESON (Mirror) .....	182	117	57	8	.648
WILLIAM BOEHNEL (World-Tele) .....	174	107	61	6	.614
MORDAUNT HALL (Times) .....	128	78	25	25	.609
ROSE PELSWICK (Journal) .....	171	101	39	31	.590

VARIETY (combined) ..... 288 57 .719

#### CHICAGO

DORIS ARDEN* (Times) .....	86	.683
MAE TINEE* (Tribune) .....	74	.660
HAZEL FLYNN (American) .....	69	.623
CAROL FRINK (Her-Examiner) .....	73	.629
CLARK RODENBACH (News) .....	69	.621

• Ellen Keene.

† Frances Kurner.

(Story will be found on page 3)

### Mrs. Roosevelt Is First Lady of Land to Attend B'way Premiere

"Count Your Blessings," theme song of United Artists' "Joe Palooka" picture, is also become the theme song of the Roosevelt birthday ball, Jan. 30, throughout the country.

Edgar A. Guest is writing special verses for the "Count Your Blessings" song, of which he wrote the lyric, and some 5,000 bands have agreed to play it the night of the multiple balls, on the air or elsewhere, in the 3,800 cities and towns where these will be staged.

Proceeds of the national event will be presented to the President on the occasion of his 52nd birthday, day of endowment of the Warm Springs (Ga.) Foundation.

In New York so far the Waldorf, Biltmore, Astor, Commodore and Roosevelt hotels will stage such galas.

A stage and screen committee has been formed with H. Wayne Pierson as chairman. On the national committee which has Henry L. Doherty as chairman, show business is represented by Will Hays, Frank G. Walker, and Will Rogers.

Hollywood, Jan. 15. Picture stars invited to attend the President's ball in Washington Jan. 30 include Bing Crosby, Gary Cooper, Burns and Allen, Marie Dressler, Joe E. Brown and Marion Davies.

### FOX, RKO MULL EASTERN PROD.

Both Fox and RKO have discussed plans to produce a number of forthcoming pictures in the east. The Fox activity would be centered at Erpi's studio in Long Island City, while RKO would utilize the recently reopened Biograph plant in the Bronx. Fox has in mind two musicals and RKO may make six in the east.

This would mean that New York looms again as a film production center, put in that position, according to executive explanation, by the persistent high negative costs in Hollywood, despite the past years' clamor for pruning studio costs.

The improvement in general conditions in the East and a better Broadway legit field have also helped to influence these moves.

Reliance Pictures (United Artists) begins production at the Biograph plant the end of this month under Chester Erskine.

#### 700 POP, 800 SEATS

Minneapolis, Jan. 15. Town of 700 population, Le Roy, Minn., near here, has two opposing theatres, and more seats than the place has people.

Capacity of the two show shops is around \$100.

# NBC FEARS OWN SURVEY

## Lennen-Mitchell Agency Before Musicians Union Trial Board

Waring had the Lennen & Mitchell agency brought before the trial board of the New York musicians union last week to settle a dispute over some \$500 in rehearsal money that the bandman claimed was due him. Made the first instance of an ad agency appearing before the local to answer charges over alleged non-payment of fees. Involved in the controversy is the Old Gold show on CBS, which L. & M. supervises.

Waring contended that his unit had on a number of occasions conducted its program rehearsals away over the two hours specified by the local's rules. Additional rehearsal time was put in, declared the band leader, at the insistence of the agency and with the understanding that the client would readily pay for it. Lennen & Mitchell denied that it had asked for the extra rehearsals or gave assurance that the big account would take care of them. Waring's salary on the show is \$3,500 a broadcast.

Union's trial board reserved decision.

## Booking Jam at NBC Over Thursday Night Use of Biggest Hall

Looks like a jam up between General Foods and Standard Brands with NBC in the middle over the use of the right to the network's largest studio in Radio City Thursday nights, unless the former consents to give way by Jan. 18. On that date Rudy Vallee resumes his Fleischmann yeast broadcasts from New York.

General Foods' Maxwell House Coffee Show Boat became a Thursday night tenant of the ace studio when the originating point of the Fleischmann program moved along with Vallee to Los Angeles two months ago. Standard Brands now wants the layout back and its competitor Maxwell is reluctant to move: J. Walter Thompson, agency on the Standard Brands accounts, is determined to recover the studio's use on this night for still another reason. It's interested in moving the Paul Whiteman-Kraft show back into the big capacity studio with the return of Al Jolson to the program.

Fleischmann, Maxwell House and Kraft programs run in that order according to the hour from 8 to 11 p.m. on the NBC-WEAF schedule. With Maxwell House holding the studio the other two shows are barred since it would be impossible to clear the audience of one account in time to accommodate the audience of another.

## \$24 PER MAN EXTRA ON OPERA PICKUP

Dispute is on between NBC and the New York musicians union over the extra money that should be paid the pitmen during the broadcast of the Metropolitan Opera under the Lucky Strike banner Saturday afternoons. Additional price set by the union is \$24 per man.

Network contends that the Met musicians are willing to make it \$6 each and the union should let them have their way. The local's governing board in reply points to the union rules and regulations which provides for such situations a standby man's rate of \$18 for the broadcast plus \$6 rehearsal fees.

In making the deal for the opera performance's pickup with Lucky Strike, NBC had not taken into the consideration the extra musicians money, which means if and when it's paid it will come out of the network's pocket. Met pit numbers around 50 men.

### Take It or Leave It

Chicago, Jan. 15. Tag-line which stations are adding to liquor shows like this:

"This announcement and show intended only for those stations in which liquor is legal."

## RADIO'S FIRST SECRET LODGE REPORTED

Jan. 15. A secret organization is reported in operation hereabouts consisting of broadcasting employees fighting the Canadian Radio Commission. It is the first instance of an undercover vigilante organization in radio here or anywhere.

How real or formidable the organization is cannot be estimated. Commission is apparently ignoring the movement, the latest development in the stormy career of the Federal agency functioning under legislation expiring in April. Enemies of the commission hope to prevent a renewal of its tenure.

Meanwhile a spokesman for the secret order confided that fear of dismissal and reprisals made the subterranean plan indispensable. Stations would fire employees even if the commission itself took no action, they hold.

### CROONER SHOT, KILLED

Ft. Worth Theatre Owner Charged with Murder

Fort Worth, Jan. 15. Ted Adams, radio crooner, was shot and killed here last week. Earl Penix, owner of several Fort Worth theatres, is in jail charged with the murder. Shooting occurred when Adams, privately Robert Cushman, was in the company of Penix's estranged wife.

Adams has been broadcasting a widow.

## Groucho and Chico May Oil It for \$6,000 Net

Hollywood, Jan. 15. Groucho and Chico Marx are negotiating with an oil company for a series of 13 half-hour broadcasts. Salary is understood to approach the \$6,000 net per program which they received while appearing for Standard Oil Co. of New Jersey.

Alan Simpson of Joyce & Selznick is dealing for the brothers with the oil company, which is not Standard.

The \$6,000 net to Groucho and Chico on the Standard program was top so far to talent, as the oil company paid the agents' 10% for material and all costs.

### WCKY'S NEW ACTS

Cincinnati, Jan. 15. Talent staff of WCKY, Covington, Ky., the 'one minute from Cincinnati' 6,000-watt, has been strengthened by the addition of six acts on sustaining.

New lineup includes Mildred McFaren, singer; Presto Pirates, instrumental trio; Eddie Newman, guitarist and comic; Mildred Hall, pianist; Gene Jordan, formerly of WJR, Detroit, tenor, and the Three Shadys in Tnn.

## JITTERY ABOUT STATION KICKS

Recently Completed Maps and Charts Revise Some Former Conclusions—Regional Dynamite Where Red and Blue Webs Lap

### A DILEMMA

Now that NBC has completed the survey showing the actual listening coverage enjoyed by each of its affiliated stations the network is leery about releasing this info. It is afraid it will step on too many toes.

Involved in the web's dilemma is more than the probability of incurring the displeasure of an appreciable number of affiliated outlets. NBC is faced with the problem of kicking over its own apple cart.

Material collected by NBC field engineers in the recently conducted probe of each allied station's signal strength tends to show that the comparison of accumulative coverage between the basic red (WEAF) and blue (WJZ) links is radically different from what had previously been pictured. Even though the data strengthens the network's position in many spots a realignment of the two loops would not only entail too many complications from the operating and statistical angles but likely aggregate the present irritation.

### A Kickback

NBC has already had one sample of affiliate repercussion arising from the recent survey. While on a visit to New York one station operator obtained a map showing the results of the tests taken of the two NBC allied outlets in his town. Latest charting gave his transmitter a wide edge over the opposition's and served to refute the general impression that his competitor had the superior coverage. The station operator with the map made free use of it in going after the opposition's accounts. Competitive broadcaster, on finding out where the map had come from, raised a howl against the network and demanded to know what NBC was trying to do to his business.

Network's survey disclosed that a number of stations with high power weren't getting anything near the coverage that minor powered outlets had in the immediately surrounding area and that in many instances the station with a choice spot on the dial had the advantage over a competitive outlet clothed with higher operating power. It also brought home the observation that the rank and file of stations would be better off, if, instead of petitioning the Federal Radio Commission for increases in power, they concerned themselves more with improving the transmitter setup and general condition of the equipment.

### CHI BROADCASTERS CHIN

Literary Salon Holds One of Its Rare Meets

Chicago, Jan. 15. Chicago Broadcasters Ass'n. last week held one of its occasional meetings. Only result was a pile of cigar butts in Sen. Kaney's office where the meeting took place. Meeting was practically over by the time president Homer Hogan appeared on the scene. They talked about the weather, Jimmy Petrillo and company unions, looked out of the window, and decided it was time to go out and get some beer.

### Sam Fallow Out

Sam Fallow, club booker, goes off the payroll of CBS Artists Bureau at the end of next week.

Fallow has been doing the network's club bookings for almost two years. Prior to that connection he was with RKO.

## Crossley Reports Probably Going To A.N.A. for Economy, Expansion

### Oldest Station

San Francisco, Jan. 15.

Claiming to be the oldest broadcasting station in the world, KQW, San Jose, will celebrate its 24th birthday this week. Fred Hart started the 500-watter long ago, and a few years back opened a Frisco branch studio and office.

Natal day will be observed with a 24-hour broadcast, including appearances of guest stars from other local stations, network and indies alike.

## PRESS RADIO PACT HELD UP BY HEARST

Ratification by the press faction of the peace pact worked out with the networks has reached an impasse because of William Randolph Hearst's refusal to commit either his newspapers or broadcasting enterprises to the agreement. Both the Associated Press membership and the United Press as an organization are reported to have stayed the covenant which will give the press authority to regulate the broadcasting of news.

Hearst's main objection to the plan is the provision that would subject the newscasting operations of his outlet to the supervision of a committee containing reps from competitive news collecting services. Hearst's two news clearing organizations are the International News Service and Universal Service.

### MIKE AND HERMAN BACK

Old Ti to Team Off Air Two Years

Chicago, Jan. 15.

After two years' absence sponsor and its favorite act return to the ether. On Jan. 24 Kasper coffee brings back Mike and Herman, the comedy dialectical team.

Will be on three times weekly for 15-minute afternoon rids. Act once was a big favorite in Chicago area.

## N. Y. TO CLEVELAND TREK FOR AIR SHOW

For a singleton broadcast over WTAM, Cleveland, and WLW, Cincinnati, the McCann-Erickson agency last week transported from New York to Cleveland a troupe made up of George Olsen's band, Joe Morrison, East and Dumke (Sisters of the Skillet), Francis Langford and the Men About Town quartet. Show, which lasted an hour Tuesday night (9), was framed to help Standard Oil of Ohio celebrate one of its birthdays.

Last time that McCann-Erickson arranged a similar twin city broadcast for the Ohio refiners with the cast put together and rehearsed in New York was two years ago.

### Mumps and Kilocycles

Quebec, Jan. 15. Dr. Charles Houde, a country doctor practicing in the Gaspe area of this province, has started a 200-watt radio station at New Carlisle under authority of the Canadian Broadcasting Commission.

Programs in both French and English will be broadcast. All letters are CHNC.

Negotiations now in process indicate that the Association of National Advertisers will after Feb. 28 assume complete operating responsibility for the program popularity checking service known as the Crossley Reports. Whether A. M. Crossley, who created the analysis and who for the past four years has operated the program checking proposition as part of his general statistical collecting bureau, will join the ANA payroll March 1 is yet to be determined.

During the past year the revenue derived from selling the service to air advertisers and ad agencies as compared to the huge cost entailed in maintaining it hasn't been up to Crossley's satisfaction. Rather than see the project abandoned the ANA has elected to make it part of the association's statistical department and continue to sell the service to ad agencies as well as national advertisers who are on its membership rolls. Association also figures that with the checking service coming under its complete control it will be able to increase the sources subscribing to it and thereby cut down the individual subscription fees, which now come to around \$2,600 a year. ANA has held the copyright on the program analysis idea since its inception and also supervised the work.

Subscribers to the checking service at the present time consists of 22 ad agencies and 16 national advertisers. Although the contracts with these clients have various expiration dates, the fiscal year for the Crossley broadcast service ends as of Feb. 28.

## Threat of Opposition Bestirs Stagnant CKY To Try Showmanship

Winnipeg, Jan. 15.

After being panned for the past five years for lack of showmanship in its radio presentations, government-owned CKY is waking up, because new indie, CJRC, will soon be on the air to offer competition.

Since 1923, CKY广播 in this province to the boredom of the listener. Recently James Richardson, millionaire broker, got okay from Federal government to set up a 100-watter which caused CKY officials to wall that their station was doomed.

That was a month ago. Now the attitude is reversed and CKY, for the first time in its existence, is showing signs of showmanship. Starting with an advertising campaign in the local papers, they further started the long-suffering tuner-in by grabbing off one of the smartest radio men in the Canadian west, namely D. R. D. Coats.

## SCHLITZ AUDITIONS BECOMING HABITUAL

Chicago, Jan. 15.

Last week Schlitz beer company held its steeneth audition. This time at Columbia, because NBC had the previous couple. Schlitz is very gracious that way and the networks appreciate the way the beer account gives NBC and CBS program and sales departments the equal number of headaches.

Both networks have given up hoping for a contract any more. They now hold Schlitz auditions through force of habit. Schlitz started auditioning in June, 1933. They said they wanted the show for the hot weather season.

But neither NBC nor CBS is thinking of doing away with the Schlitz auditions. They like 'em. As one exec said, "It's at least good practice for the sales force. After a week's work on Schlitz, a salesman becomes so tough that he can go out and sell six other accounts right off the bat."

# Educators Told Profit-Seeking Causes Low Quality Programs

Charlotte, N. C.

Congress should initiate a scientific and comprehensive study of the whole field of radio, Eugene G. Coltrane, field representative of the National Committee of Education by Radio, told educators from the Piedmont section of North Carolina at a conference at the Hotel Charlotte.

He reviewed the positive contributions of radio to the home life of the nation and its possibilities in the education of the child. He was severe, in his criticism of the type of programs broadcast for the most part, and which wield a tremendous influence on the cultural life of the children of the nation.

Fact that radio is supported by advertising was given as the cause for the unhealthy type of program. "There is a clear answer to the question why we have poor programs. The advertiser, sponsoring and selecting the programs, has but one motive in view—that of selling his goods. Thinking in terms of profit and not public service, he gets the program that will draw the largest audience."

Speaker added that if it becomes necessary to propose another means of support, this is not the time nor place for such a proposal. He outlined briefly the means of support in England and Canada.

## INDIE BROADCASTER WON'T SELL STATION

St. John, N. B., Jan. 15.

A broadcasting feud exists here between an independent broadcaster, C. A. Munro, and H. P. Robinson, head of the New Brunswick Telephone Company, the New Brunswick Publishing company (dailies) and otherwise influential. Robinson has been authorized by the Canadian Radio Commission to build a 100-watt station to operate in connection with his newspapers. Unless Munro will sell out his six-year-old CFBC to Robinson the prestige and pressure of the telephone and press baron will go behind a brand new station. Thus far Munro has refused to sell and says he will resist.

## Hockey Play-By-Play for Chevrolet Dealers' Assn.

Detroit, Jan. 15.

Detroit Chevrolet Dealers Assn. is sponsoring a nine-weeks series of broadcasts of hockey games at Olympia. Covering 27 broadcasts of regularly scheduled league games in the National and International leagues.

Lynn Wilson has been brought in from London, Ont., to do the play-by-play announcing.

## WKBF's Booking Office

Indianapolis, Jan. 15.

Finding himself more and more in show business D. "Plug" Kendricks, manager of WKBF here, is now negotiating with several theatrical agents to put in a regular talent and booking department.

Department is to sell talent not only to sponsors for radio shows, but also for personal appearances in theatres, clubs, etc. Follows idea of such stations as WLS, Chicago, and WLW, Cincinnati.

## Barn Dance Turns Pro

Cincinnati, Jan. 15.

Weekly barn dance program of WSAL, inaugurated three months ago as a sustainer, goes commercial tomorrow (16) for Sears, Roebuck & Co. on a year's contract. Sponsor will stage the broadcast in its Clincy store on Tuesday nights, with a several hundred listeners in for each program.

Entertainers, all on Crosley staff, who participate are Pa McCormick and his oldtime fiddlers, Oklahoma Bob Albright, m.c., and Clyde and Carl.

WSAL aired the program on Saturday nights in its studio with lookers-on, who were invited to join in rural dances during the proceedings. This idea will be continued by the commercial.

## A Local Act.

Albany, Jan. 15.

Manager of an Albany theatre approached radio station here to obtain local radio acts to add to his film program, which has a 10- and 15-cent admission. He was offered singers, but declined.

Theater asked who he had in mind. He replied: "Myrt and Marge."

## No Cuban Censorship But Arguments with Soldiers Are Possible

Havana, 10.

Cuba has no radio censorship but a policeman, soldier, or sailor is apt to be found at all times on guard within radio stations seeing to it that no opponents of the present de facto government take to the kilocycles. And the Chief of Police has discretionary powers of slapping a fine up to \$1,000 on anybody broadcasting offensive matter.

Jesus Lopez, newspaperman, has been a thorn in the government's side with his "Voz del Air" news broadcasts over CMCD. Military authorities watch him very closely.

## Announcer Works Nights, WWNC Business Better

Asheville, N. C., Jan. 15.

Because of the new national accounts opening up just after the first of the year, Station WWNC, Asheville, N. C., has re-arranged its announcers' schedules. Hitherto announcers went home early as station identifications were made by the engineers on duty.

With these national accounts, hour schedules have been rearranged to keep Announcer Robert Cochrane on duty every evening late, relieving him of daytime stuff.

Among new accounts which opened up right after the New Year were Crazy Crystals, transcriptions in addition to the network programs, Plymouth, Chevrolet, Gillette, and Pontiac. With these are carried Stanback, Charles Stores, the Watchtower (45 min. weekly), J. E. G. Coffey, and several of the accounts which have been on WWNC for some months.

Several local commercials have now started also, opening up 1934 in a prosperous manner. G. O. Shepherd is director of Station WWNC.

## Del Monte Jam Fixed

San Francisco, Jan. 15.

Injunction suit prohibiting plugging of its Del Monte coffee on the coast having been straitened out, California Packing has added the western NBC network to the previous WBAB hookup for Captain Dobbs' "Ship of Joy." Only western sponsored transcontinental show, "Ship of Joy" wasn't released on the coast.

Injunction had been brought against Calpack by Tillman & Hendel, also makers of a Del Monte jam, under verdict of U. S. District Court of San Francisco, T. & B. give up the Del Monte label.

Carl Olliger of McCann-Erickson handles the account.

## Delos Owen Off WBBM

Chicago, Jan. 15.

Delos Owen is off the CBS-WBBM production staff where he has been assistant to Walter President, production chief.

Owen came to WBBM after a long stay at WGN, the Chicago Tribune outlet.

WLW, Cincinnati, has resumed the Friday night half-hour Chime Reveries programs by the Crosley concert orchestra under direction of William C. Stess.

WSAI, Cincinnati, has added two new musical acts—Mabel Foley and her daughter Florence, piano and vocal, and Cohen and Lombard, Italian dialect, songs and accordion.

## THAT RADIO MENACE

Bruno Walter Describes It—Then Speeds to Embrace It

Paris, Jan. 5.  
Bruno Walter, German conductor of the New York Philharmonic, arrived here with a slam at radio on his lips and at the same time announced that he was going to direct concerts for the British Broadcasting Company.

The interference of broadcasting with symphony concerts is really quite a danger, Walter said. It is no wonder that concert attendance falls off when people can sit comfortably at home and enjoy the same program over the radio.

The menace is so great, in Walter's opinion, that he went right over and joined it.

After conducting in St. Moritz, Florence, Geneva and Lausanne, he will go to London and do three concerts over the B. B. C. network. Then he will go to Amsterdam, Paris and Vienna to conduct in concert halls, returning again at the end of his tour to the hated microphone in London.

## Gammons Raps Minute Blurs As Bad Policy

Minneapolis, Jan. 15.

WCCO is turning down one-minute announcements by the wholesale, according to Earl Gammons, station manager. On one day recently it turned down 10 such accounts, Mr. Gammons states.

Gammons believes that stations using a large number of these straight advertising announcements are making a big mistake and "should get help to themselves." He points out that it is unfair to the companies spending large sums on elaborate entertainment.

Excessive use of the one-minute advertising announcements threatens to bring public disfavor on the radio, Gammons feels.

## AUTO RADIOS TAX FREE

Providing Owner Pays for Home Set—Yanks Untaxed

Ottawa, Jan. 15.

Canada's 1934 gift to radio is the decision of the Government to grant a free license for a radio receiver installed in an automobile when the owner already holds the annual license for a radio set in his home. Two for the price of one is the rule in this case, the fee being the usual nick of \$2 per annum.

U. S. motorists touring Canada with a radio installed in the car will not be asked to take out a license as long as they are just visiting.

## Circle Rings on NBC

Chicago, Jan. 15.

Perfect Circle piston rings start on NBC blue network show shortly. Contract signed calls for a Sunday afternoon 30-minute period for 13 weeks.

Though time is set the show isn't now hunting around for a novelty and likely that the program will be dramatic to compete with the flock of musical shows on Sunday afternoons.

## Charlie Agnew's Discs

Chicago, Jan. 15.

Armand Rolland turning out a series of test ether discs featuring the Charlie Agnew band. Through the Reincke-Ellis-Younggreen and Finn agency.

First batch contains 12 discs at 15 minutes each. Will be planted through some Iowa towns and if a click figured for a network show.

## RUSH HUGHES PROLONGED

San Francisco, Jan. 15.

Rush Hughes is back from a fortnight's vacation, spent in New York, and this week resumes his daily column on NBC.

Bakerly sponsor and J. Walter Thompson agency put through an extended renewal for the broadcast, which has been on about a year.

## Bar Mexican Studios in U. S.

FRC Reports Progress for Year — 559 Stations Operating in Country

## Father Doing Well

San Francisco, Jan. 15.

A baby daughter arriving at the home of Don Cope, NBC producer, ahead of schedule threw plans of Mrs. Cope's girl friends for a shower up in the air.

While the missus was in the hospital with the young 'Cope carried on the home's social duties by hosting it to 14 gals at the shower, receiving all gifts in the name of his frau.

Washington,

Federal campaign against air pirates in Texas and other states is proceeding satisfactorily. Federal Radio Commission announced last week, but amendment of the radio act to prevent operation of high-powered American-owned Mexican stations probably will be asked of Congress.

Reports from the front show that during the last six months of 1933 in Federal Courts 14 cases in various states resulted in guilty pleas or verdicts, with five Texas cases ending satisfactorily to the government. Past year showed wide growth in illegal operation, particularly in the Southwest, according to recent annual report of Acting General Counsel George E. Porter. Chairman Eugene Sykes told House Appropriations committee, however, that the situation is well in hand.

With only two cases resulting in acquittals, courts plastered fines totaling \$1,250 on nine defendants and handed out sentences of aggregating nine years, six months, 10 days to six defendants. Most of the jail sentences were suspended. Restrictions to cut Mexican transmitters will be advocated as result of the failure last year of the United States and Mexico to get together on proposed agreement to prevent border stations from interfering with domestic transmitters. Commission wants to place on the books a law prohibiting foreign stations from maintaining studios in this country, broadcasting remote-control U. S. programs without permission.

Drive against pirate stations is costing the government more than had been expected since offenders insist on testing government power in court and could not be scared off, but diligent prosecution is expected to clear the situation in pending cases. Sykes told House members that the Texas violations result from "an organized movement to defy power of Commission. Porter in his report said that facts obtained by investigation and opinions of technical experts disprove contention that signals of low-powered pirate stations do not cross state lines and noted that consequently transmitters are not exempt from Federal regulation.

Commission work grew steadily during the fiscal year 1933, Judge Sykes said in annual report, although applications from broadcast stations fell off somewhat. During the year more than 41,000 formal matters were given attention, with commissioners sitting en banc to hear 118 matters.

Broadcast applications numbered 2,123, a drop of 326, while authorizations amounted to 2,446, a decline of 88. Number of new broadcast stations rose by 15, an increase of 7. In authorizations of this character, while deletions numbered 22, leaving 559 stations in operation on June 30.

## WNEW Will Have Longest N. Y. Schedule

WNEW, Newark, will take to the air between Feb. 1-15 at which time WODA, Paterson, and WAAM, Newark, will go off the air as part of the deal arranged by Milton Blow. Dick O'Day, technical; Don Clark, programs, and Ed Fisher, publicity, will be the department heads, with New York headquarters in the former Amalgamated studios.

Station will operate from 7 a. m. to 3 a. m., the longest schedule in the metropolitan area. Wattage is 2,500 until night, 1,000 thereafter. Roxy LaRocca engaged as musical director of station.

## NBC Engineers' Mag

Chicago, Jan. 15.

In about 30 days the first issue of a new institutional magazine known as the "NBC Engineers Quarterly" will be published. Will concern the problems of radio engineering and additional personal gossip concerning the engineers and their doings.

No editor-in-chief but an editorial board composed of one engineer correspondent from each NBC division. Will be published in Washington. S. A. Wankle and Al Eisenmenger are the New York and Chicago men.

## SCHNOZZLE'S BOSWELLS

Hollywood, Jan. 15.

Jimmy Durante has engaged Jack Harvey and Milton Raison to prepare material for his series of 26 broadcasts on the Chase & Sanborn hour starting in April.

The writing team got the nod from Durante while working on the script of "Strictly Dynamite," which Schnozzle will do for Radio.

## BOWEN SIGNS WSJS

Winston-Salem, Jan. 15.

Scott Howe Bowen, radio advertising representative, stopped off here enroute to New York and signed with WSJS as station representative. Norris O'Neill, manager of WSJS, attended the details.

Bowen predicted radio would have its best business in 1934.

Wilcox with NBC

Chicago, Jan. 15.

Harlow Wilcox now with the NBC announcing staff here. Formerly with CBS-WBBM, Wilcox has been free-lancing for the past few months.

Entry of Wilcox causes some shift in the spilling staff, sending Norman Ross to the Teaberry Sports Reporter show.

## Rockwell-O'Keefe Take Over Pappy, Ezra, Zeke

Management of Pappy, Ezra, Zeke and Elton, hillbilly team on WMC, New York, the past six months, has been taken over by Rockwell-O'Keefe, Inc. Act starts Jan. 22 on a five times a week schedule over NBC with at least two of the regulars coming at night.

Troupe originates from the west coast where it broadcast under the tag of the Beverly Hillbillies.

## Guy Lombardo Stays

Los Angeles, Jan.

J. Walter Thompson Agency, set a new deal with Guy Lombardo whereby the latter's orchestra stays on the Burns & Allen program under a new contract.

Reber is now in San Francisco.

## Burroughs Goes to Work

Hollywood, Jan. 15.

Edgar Rice Burroughs takes over the distribution of his disks of "Tarzan the Apes," which have previously been handled by American Radio Features Syndicate.

Author will also produce the new series of records himself.

# With Time Sold Solid, Network Chi Stations Cut P. M. Announcements

Chicago, Jan. 15. Evening time now jammed on both networks the big stations are beginning to worry about their artistic standing again and are cutting down on spot announcements. Will sell only 15 minutes or more on the NBC local stations. The five-minute show and the one-minute announcements are being killed off as rapidly as the current contracts expire.

NBC led off last week with the blanket order that no announcements will be accepted on NBC local service stations after six p.m. WBBM, the local Columbia outlet, is busy freeing its evening air of weather reports and general announcements. Move on WBBM follows the long standing rule of the CBS New York key, WABC, which accepts only the time signal.

Only announcement left on WBBM is the Bulova watch time signal which is placed under the heading of public service. Non-announcement order on weather reports kills off such well-knowners for WBBM as Rem and Piso's, the latter finishing the deal when the present contract expires on Jan. 30.

## AIR PARSONS PAY; PROSPERITY BACK?

Los Angeles, Jan. 15. Los Angeles is sure that the prosperity corner has been rounded. This isn't based on any reports from Wall Street or from Washington. L.A. bases its assumption on the fact that the radio preaching parsons are now paying their bills.

City has 10 clerics who conduct services each week over various radio stations and call for funds to carry the expenses. For months the pilots have been carried on the cuff by most of the radio stations, with the broadcasters figuring that if they were fired they'd never get their money, so it was better to carry them and trust to an upturn.

Within the last 30 days the ether collections have been mounting and the parsons have paid their bills in full. Some of them were in the red up to \$750.

Deduction drawn from this is that preachers were considered a luxury in the hard days, and now that money is getting looser the religiously inclined listeners can ship in these days a little more freely.

## Theatre Man's Script Idea Clicks, Spreads

Detroit, Jan. 15. Gordon Baking Company will extend its Lone Ranger show to include WOR, Newark, starting Jan. 17. Some weeks ago show was extended to WGN, Chicago.

Program started and built into a favorite over WXYZ, Detroit. It's a western idea suggested by George Trendle, veteran film exhibitor, who is president of WXYZ. Trendle learned about westerns and their appeal as a theatre operator. James Jewell does the dramatizations.

## Radio Lecturer Under Arrest; Forgery Charge

Birmingham, Jan. 15. Joseph Gordon, radio lecturer, is in the hoosegow at Jackson, Miss., awaiting extradition papers from Montgomery, where he is wanted on charge of forgery in connection with a bad check bearing the name W. M. A. Pape, owner of the Mobile.

Three warrants were sworn out by a hotel manager at Montgomery, and Gordon was arrested at a Jackson studio. Charges amount to about \$20.

## F. & S. EAST

Chicago, Jan. 15. Free & Steininger last week opened a New York office for their station representative bld. H. Preston Peters went east from Chicago.

First new stations on the list for New York representation are the two Ralph Atlass stations, WJJD, here, and WIND, Gary.

## SUSTAINERS RESERVED

### CBS Bars Sponsored Acts From Other Spots

Acts connected with commercials are barred from doubling into sustaining spots under a new rule prevailing at CBS.

With open evening niches becoming more and more scarce the network wants to reserve this available time for built-up commercials or other talent on its list at liberty between sponsors.

## PROTEGES PAY 75% COMMISS ON PAY

Chicago, Jan. 15. Most malodorous practice to the nostrils of advertising agencies around here at the moment is the so-called protege racket. This briefly, is the procedure of discovering unknown talent and collecting 75% commission. Discoverers are performers or bandsmen of standing. Unknown talent being exploited are their proteges.

What irks the advertisers is paying \$200 for a performer when only \$50 of the sum may be actually going into the performer's pocket-book. Apart from a feeling of being gyped in the financial arrangements the agencies have another slant. That is the ever-present fear that the client may inadvertently find out about the salary discrepancy.

Advertising agencies realize from bitter experience that once an advertiser's suspicions are aroused on talent costs the seeds of the account-removal have been planted. Protege thing with its rather raw and cold-blooded profits at the expense of young talent is hard to explain to an advertiser. However innocent the advertising agency might be the blame is apt to fall on them.

Nobody is willing to define what a fair fee would be where an entertainer of standing pushes a rank outsider into the limelight. Presumably special efforts are worth special commission but commission that almost amounts to confiscation of salary seems to be the general idea of patrons of young artists as to the value of nomination for the glories of protégédom.

## SHOOTING TRIANGLE IN HAVANA RADIO

Havana, Jan. 10. While Maria Cervantes, popular radio singer, sat at the Flormeca film theatre where a benefit in which she was taking part was going on, her husband, Dr. Augusto Aulet, walked in, a pistol in his hand, and shot and killed her escort, Rafael Llovet, a student and newspaper reporter, sitting next to Maria.

Maria Cervantes' age is reported as 48, her husband's 52, and the escort 23. Dr. Aulet calmly walked to the nearest police station and gave himself up.

## Foot Quits

Ernest B. Foote has quit operating as a special station representative on his own. Organization which he folded was incorporated under his own name and had eight stations on its list.

Prior to going into business for himself Foote was with the World Broadcasting System.

### Air Acts in Cafe

San Francisco, Jan. 15. Tim and Irene Ryan (Ryan and Noblette) and Will Aubrey booked by NBC for the Bal Tabarin cafe when Kay Kyser's band returns Jan. 24.

Tom Gerun's band bows out on that date, scrapping for the Club Forrest, New Orleans.

## Dusting the Attic

(For the "way-back-when" on present day radio names, VARIETY will resume its New Acts files on vaudeville which go back over a period of 28 years.)

(Jan. 4, 1918)

### FRED ALLEN Talking Juggler 16 Mins.; One.

If Fred Allen is his right name he should change it, and if Fred Allen isn't his right name someone should tell what it was, for this Fred Allen has copped and copped until he may think he has an act. But what he has is so well known along the big-time routes that the very familiarity of it must push him back on the small time, even though he could make the big time, which he might have done five years ago, but five years ago he would not have been able to cop what he has now.

His first lift is the ventriloquial bit of Felix Adler's, but he's not the first to take that, and some of those who have taken Adler's ventriloquial business have debared themselves forever from expecting protection for anything of their own; if they ever secure anything original. Allen walks on with a dummy, and with strange hands and orchestra does what Adler did so long and may still be doing, the only difference being Adler uses a live dummy and Allen carries an actual dummy, with the stage hands working from behind the drops or in the first entrances.

A real phonograph record is used for an imitation of a gramophone, and Allen says it's an Edison. Later he jingles, three or four balls, talking meanwhile about knowing there is someone in front, but not knowing where he is, but noting that he doesn't like applause, and that, when failing in one trick, informing the audience they knew what he intended, which may be recognized by Edwin George.

A pair of wooden hands project from the wings and lead him a couple of times and toward the stage, he says that as he can't take chances on his encore he will do the encore before leaving. When departing some slides are thrown upon the curtain, with pictures of Washington and Wilson, and Allen, bowing, while during the act an assistant dressed as a stagehand rudely removes a screen, and there are other bits Joe Cook might think were suggested by his act, if not more closely connected with it.

Allen's iron hand and turnip juggling have been somewhat varied from others and could almost be termed new in these days, but he is merely a copy of other and better acts who have gone before him and will remain before him while he goes onto his borrowed material. His is a nutty talking-juggling turn and if he gets away with it on the big time, then he is near as nutty as the big time is.

That was in 1918. In 1934 Fred Allen is one of the few comedians writing his own material. The only gag he copies now are from Portland Hoffa (Mrs. Allen).

## White Takes Glover's Duties at Columbia

Paul White was assigned Monday (yesterday) to head CBS' special broadcasts department. Job became vacant with the departure last week of Herbert B. Glover.

White will retain charge of the Columbia News Service, which continues in operation.

## 2 DOWN IN FRISCO

San Francisco, Jan. 15. Frances Herrings of NBC's drama staff is seriously ill with a combination attack of diphtheria and smallpox which seized her shortly after she had attended a rehearsal of "Mud Caves."

Eddie Murphy, p.a. for KTAB and KJBS, is recovering at St. Luke's hospital from a bad infection of the left arm.

## FRC Not Disposed to Ban or Censor Hard Liquor for Drys; Uncertainty Is Keeping Distillers Off Radio

### RALPH WONDERS BACK

#### Fortnight Hollywood Talent Vey Completed

Ralph Wonders, Columbia Artists Bureau mgr., returned from Hollywood Monday (yesterday), after spending a couple weeks looking over the field for available radio talent. He brought no contracts back with him.

With commercials increasing number turning to the picture colony as a source of material for their programs the network delegated Wonders to make a survey of the situation. His task was to find out what film names were free to go on the air, what the asking prices were and what producing companies were connected with.

William Paley decided whether he himself will make a trip to the west coast around Feb. 1, as previously scheduled.

## MEXICAN GOVT. VAMPS YANKS BY RADIO

San Francisco, Jan. 15. Mexican government is planning a series of transcriptions for American stations, and is asking Grace Sanderson Michie, radio writer and one time pix producer, on a tour of the country this week to write the ditties.

Miss Michie leaves for El Paso this week (18) hopping across the border to a cruising hotel car that will take her through the entire country for an indefinite period. She'll write her experiences, impressions and descriptions. MacGregor-Solle labs here will wax 'em and Mexico will buy the time on some 50 American stations. The Michie trip will be on the Mexican government.

Miss Michie, who was an indie pix producer some years ago before bursting into radio, got a similar job for the Australian Travel Bureau last year, the discs going on 52 American stations, and is slated to do one for New Zealand when she's through with our southern neighbor.

## BIG TURNOVER ON KFAB ANNOUNCERS

Lincoln, Jan. 15.

KFAB has trouble keeping announcers. Seems everyone they get along good gets legiti-minded and promotes a job in some cast some where and pulls out.

The first announcer to be stung by the bright lights was Lee Bennett, grabbed up to be Jan Garber's vocalist. The second was Adolph Brandes who hit the road with "Brigham Young." Third was Lauren Gilbert, prominent in the cast of Bonstelle players in Detroit. And now Russ Baker is lopped off with an engagement at the Community layhouse in Omaha starting the latter part of January.

Al Poska probably would have gone for the idea, but they made a program director out of him—so he'll stay on.

## Frisco Renews

San Fran., Jan. 15.

Flock of renewals have come through for NBC this week, including the resumption of Folger's Coffeetime's sponsorship of Lee S. Roberts twice weekly; and of Langendorf Bakery for Rush Hughes' Air Picture; renewal of "Orphan Annie" for Ovaltie; S.O.S. and Easy Washington Machine on Women's Magazine of the Air, and General Mills on Al Pearce's show.

Federal Radio Commission is expected to assume a hands-off policy toward the advertising of hard liquors on the air, should the thing be forced to an issue the commission is prepared to answer those advocating regulatory measures in this direction with two counter arguments. One is that it can't more restrain the broadcasting of liquor plugs into dry states than the government can presume to stop the circulation of newspapers containing such advertising in similar areas. Other contention is that the commission could not undertake to censor hard liquor advertising without extending this supervision to light wines and beer.

Filing of petitions with the FRC by prohibitionists asking that stations whose signals carry over into dry territory be restricted from taking liquor advertising on the pipe, this would be against the public interest has been mainly responsible for the small amount of business placed with radio by the distilling and distributing interests. Before they start making appropriations for the air these factions want to be sure that interference from the FRC won't bungle things for them.

### Boston Booze

Only outlet in the east known to be carrying hard liquor advertising is Boston, the Yankee network key. Boston Station has one whiskey and two gin accounts. As a result of the agitation for censorship started by the dry forces in Washington, WNAC has inserted a line into the copy matter on these broadcasts which reads: "This program does not intend to offer liquor for sale in those states where it is against the law." Understanding is that the Federal Radio Commission will unofficially suggest to the broadcast trade that it adopt a similar explanatory appendage for all liquor advertising.

Lord and Thomas are sending queries to important radio stations asking their policies on the liquor question and if favorable answers are received will put the Schenley distilleries on the air. If networks are not available, radio discs will be used.

## Hearst Seeks Eastern End of WCCO's Wave Held by Weak WNYC

W. R. Hearst is arranging to make application to the Federal Radio Commission for the rights to the channel now occupied by WNYC as soon as the New York City administration makes a move to abandon the outlet. WNYC has been listed by Mayor LaGuardia as one of the city projects that would be dropped in line with his economy campaign. Putting of the latter plan into effect depends on the passage of a New York city measure calling for revision of the municipal charter by the state legislature.

If the FRC okays Hearst's application it will give the publisher two stations in New York. Other is WINS, assigned to 1180 k.c. and operating daytime only. WYNC is licensed to operate at 500 watts and shares the 810 k.c. wavelength with WCCO, CBS's 50,000-watt in Minneapolis.

### MacDonald Cancels

Hollywood, Jan. 15. Expecting to start work in Metro's "Merry Widow" in February, Jeanette MacDonald has had to cancel her Feb. 11 date to sing on the Ford auto broadcast.

Ford company has to set dates far in advance, so will put another singer on the program and give Miss MacDonald a later date.

**HARRY SMITH STEPS OUT**  
Harry Dwight Smith has retired as the v. p. in charge of McCann-Erickson's radio department. He will however maintain a part time interest in the firm's operation and also retain his stock ownership in the

## New Business

### FORT WAYNE

Rugnu, American Research Chemical Co., Columbus, O., announces: WOWO, WCAE.

Chevrolet Motor  
Plymouth Motor  
Chrysler Auto Co. announcements.

WOWO.

Cloverleaf Creamery Co. of De-

catur announcements.

Midwestone, Inc., has spot

announcements.

WOWO.

Chimelone Co. of Canton, five-

minute wax spot announcements.

WOWO.

Oystex, of Kansas City, 15 mins.

wax spot announcements.

Placed by Dillon-Kirk Agency.

Petersime Indicator Co. of Pitts-

burgh, O., duly announcements.

WOWO.

### PITTSBURGH

Chrysler Corp., 13 transcriptions.

Placed by J. Stirling Getchell, Inc.

KDKA.

Philadelphia Co., 8 one-minute an-

nouncements. Placed by Equitable

Sales Co. KDKA.

Chimelone Co., 5 five-minute transcrip-

tions. Placed by W. S. Hill Co.

KDKA.

Freedom Oil Works, temperature re-

port daily for 7 weeks. Placed by

Albert P. Hill Co. KDKA.

Diaograph Products, 15-minute transcriptions 13 times. Placed by

Broadcast Advertising KDKA.

Duquesne Brewing Co., renewal

for 13 weeks of quarter-hour shows

weekly. Placed by Walker and

Downey. KDKA.

Gillette Safety Razor Co., 26 one-

minute discs. Placed by Ruthrauff

and Ryan, Inc. KDKA.

Easy Washing Machine Co., par-

icipation in Home Forum for 13

weeks. Placed by Henri, Hurst and

McDonald, Inc. KDKA.

U. S. School of Music, 5-minute

discs for 2 weeks. Placed by Rose

Martin. KDKA.

WINSTON-SALEM, N. C.

Morris Plan Book, 20-minute pro-

gram from 7:30 to 8 o'clock each

Wednesday for one month, sponsoring

group from Salem College Glee

club, girl's school. Placed locally.

WSJS.

Motor Sales Company, transcription

by Barney Oldfield five minutes

each day for one month. Placed lo-

cally. WSJS.

Komphorn, Inc., transcriptions twice

for three weeks starting Janu-

ary 22. Placed locally. WSJS.

### SEATTLE

Peek & Hills, nine 15-minute an-

ditions, per week, weekly over KOL.

Dr. Ross Dog Foods, 15-minute

each day. Tuesday, Jan. 16 to July

10. KOL.

Poole Electric Co., series of 28

50-word spots, starting Jan. 16,

over KOMO.

Reinier Distributing Co., series of

weekly announcements to run in-

definitely. KOMO.

Consolidated Laboratories (Hello) series of announcements over

KOMO.

Chevrolet Dealers Assoc., 13 an-

nouncements between Jan. 12 and

14. KOMO.

Laundring Soap, three 15-minute

programs a week, Chet Cathers and

his Southern Serenaders starts Jan.

16. KOMO.

PITTSBURGH

Bulova Co., 300 spot announce-

ments over 52 weeks. Placed by

Blow Co. WCAE.

Ident Co., transcription three

times weekly for 52 weeks. Renewal.

Placed by Scott, Howe, Bowen.

WCAE.

Boggs and Bell, 100 spot an-

ouncements over indefinite pe-

riod. Placed direct. WCAE.

Bay State Fish Co., 13 announce-

ments. Placed direct. WCAE.

Fred Gear Co., three announce-

ments. Placed by Scott, Howe,

Bowen. WCAE.

Chevrolet Motor Co., 13 announce-

ments in five days. Placed direct.

WCAE.

Radio Cooking Club of America,

two-hour studio broadcast daily for

four days. Placed by Cecil, War-

wick and Cecil. WCAE.

Franklin Co., 15-minute

sketch 10 times. WCAE.

Chrysler Corp., 100 announce-

ments. Placed by J. Stirling Get-

chell. WCAE.

Gimbels, 15-minute sketch 100

times. Placed direct. WCAE.

H. F. Gleason Co., five spot an-

nouncements. Placed direct. WCAE.

Chimelone Co., five-minute

transcriptions. Placed by W. S. Hill

Co. KDKA.

Joseph Horne Co., 100 announce-

ments. Placed direct. WCAE.

Kaufmann's Dept. Store, 100 an-

nouncements. Placed direct. WCAE.

Njord medical talk, five days

weekly, 13 weeks. Placed by Mc-

Cann-Erickson Co. WCAE.

Mistol, medical talk five days

weekly, 13 weeks. Placed by Mc-

Cann-Erickson Co. WCAE.

KTFAR, Phoenix, also given a four-

week paper for the half-hour show

with Lombardo and Tizle Lish.

### BALTIMORE

Larrow Milling Co., 15 minutes of warbling by El Garo, twice weekly, 15 weeks. Placed by Zimmer-Keller, Inc. WBAE.

S. & N. Katz, five-minute weekly announcement, 26 times. Placed by Joe Katz. WBAE.

Crazy Crystals Co., Tie-in weekly announcement, 26 times. Placed direct. WBAE.

Household Finance Corp., weekly announcement, 22 times. Placed by Charles Daniel Frey. WBAE.

Schmidt Baking Co., 19 announcements, one week. Placed direct. WBAE.

Blue Ridge Coal Co., announcement twice weekly, 13 weeks. Placed direct. WBAE.

Bonita Lemon Co., shopping service announcement, daily, 19 times. Placed direct. (Renewal). WBAE.

Read Drug Stores, shopping ser-

vices announcement, daily, 13 times. Placed direct. WBAE.

### CHICAGO

Kitchen Art Foods, Inc., Chicago has 26 five-minute programs advertising Two Minute Dessert on Martha Crane's Homemakers Hour. Rogers and Smith Agency. WLS.

Stanco, Inc., New York, for 15 additional weeks, five-minute discs daily, except Saturday and Sunday. For cream of Nutol with discs featuring Dr. Royal S. Copland talks. McCann-Erickson agency, New York. WLS.

Wasey products, 15 minutes. Daily except Sunday. KFAB.

Borden's Milk, Jane Ellison, CBS. Gives recipes and dramatizes house- hold problems. WAFB.

Tony West, Tony Wong, CBS. 10:46-11:00 a.m. Wednesdays. KFAB.

Barbara Gould, ET's 10:10-11 p.m. Tuesdays, Thursdays, Fridays. KFAB.

Climelone, five 15-minute transcriptions 10 a.m., Tuesdays and Thursdays. KFAB.

Sanitary Laundry, Omaha, Particulars in Time 'N' Tunes (morning program). KFAB.

National Protective Insurance Association, spot announcements. KFAB.

Komphorn, Inc., transcriptions twice for three weeks starting Janu-

ary 22. Placed locally. WSJS.

### Here and There

Kellogg's "Ginger Lady" (Irene Wicker) program goes into its fifth year on NBC-WJZ Feb. 5. Renewal, as of this date, is for 52 weeks with the account allowed the privilege of withdrawing for the month of Au-

gust.

Morton Downey and his vaudeville-touring orchestra will originate a program to the entire Columbia network from KMBC, Kansas City, Thursday, Jan. 25, at seven o'clock.

David Heenan, formerly in the ad-

vertising department of the Los Angeles Steamship Co., is the new publicity director at KJH.

Archie Davis and his orchestra, WPTF, Raleigh, N. C., played the Corsairs' club dance at Graham, N. C.

Lambdin Kay, general manager, and Ernest Rogers, publicity director, raised \$6,000 for Christmas charity in a ten-day drive over WSE, Atlanta, utilizing station tal-

ent on programs.

Carbola Chemical Co. will try to interest the farmers with an educational program starting Jan. 22 with WGY, Schenectady; picked for the test campaign. Frank Presby Co. is the agency behind the idea.

Eddie Albright, announcer, and Fay Felch, technician of KNX, Los Angeles, lost their homes in the recent California flood.

Lombardo's 4 More San Francisco, Jan. 15, MJB coffee, through Lord & Thomas, has planned Guy Lombardo's orchestra a renewal for a sec-  
ond tour.

KTFAR, Phoenix, also given a four-week paper for the half-hour show with Lombardo and Tizle Lish.

High Life Angling Chicago, Jan. 15. Miller's High Life beer is radio minded again.

Ray Perkins came into town last week for the first audition.

### Radio Downbeat

(Continued from page one)  
of amusement. It made this country the world's greatest family of home-and-hearth addicts. On a wholesale scale it leveled the public taste, rich and poor, metropolis and hinterland alike, which, in a common quest for take-it-easy and inexpensive amusement captured it out of the air waves.

But any sign of prosperity has generally meant a concerted urge to spend away from the home and in public. This, combined with repeal's appeal, is another reason for the belief that radio, instead of about dominating everything in the amusement field, may soon have to content itself with merely fitting into the national scheme of entertainment.

The thought that a great message, or a great entertainment, alone will consistently chain 'em to the parlor if money continues to loosen up, which means that despite that air performances come free to the home, radio will have to fight for its audience the same as any other amusement enterprise. Those close to the commercial end of radio are concerned over the prospect of the finale of that period when tremendous numbers of listeners were assured because people had to stay home.

The picture business has long known that the public has stopped going to the movies when any film would serve. They "shop" now for the best screen feature in town and pass up the second choices they used to also attend. So, likewise, the radio men are trying to deduce if the time is fast approaching when the public will no longer listen to any program and will only be radio induced to stay home by their air favorites. They also see the possibility of radio eventually following that picture practice of throwing a galaxy of stars into one film, or one program, in order to attract. Repeal has been drawing people out of the house. Once downtown, they're staying out for the night. That's the fix on radio.

The Wall Street angle is the knowledge that certain ratios of merchandise changing route, via the broad- casting route, aren't materializing as in the past. The networks' gross income for 1933 of \$31,500,000 is a 20% drop under '32. The difference actually is \$7,500,000—the '32 gross totaling \$39,000,000 for both chains.

Television?

Wall St. further sees any definite decline of radio hastening television to the market. Whether or not television is ready for practical merchandising, progress on it will be speeded, it is believed, through this combination of circumstances.

A sufficient point to the television thing is further seen in the spurt which the new four-band radio receiving sets have received. These are sets equipped for normal local reception, plus three supplementary bands that permit all sorts of short and long-wave reception, particularly international, apart from the local police calls, the amateur telegraphy and the ship-to-shore stuff. These sets pick up the powerful Moscow and Rome broadcast centrals and also "get" Australia and the rest of the globe. This is deemed pertinent through the inference that radio addicts still like the novelty or etherizing but are tired of the local pattern of programs, and will fish for distance, braving all sorts of handicaps from bad signal and distorted reception, so long as it's something different. On this is predicated the television theory that if tele comes in—providing it's in a marketable condition—it will catch on fast.

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**MAUDE ADAMS**

'The Little Minister'

30 Mins.

**COMMERCIAL**

WEAF, New York

Maude Adams and cold cream. It staggers the imagination of anyone old enough to know the name. It caused NBC to write publicity announcements fairly breathless with awe and incredulity. Amidst a galaxy of celebrities going on the air these days, Maude Adams stands forth as something that can't quite be brushed aside. Her physical materialization is so arrestingly and surprisingly novel. No everyday luminary but a figure of legendary stature.

People will listen to Maude Adams. Mostly people who never saw her. A lesser number of the forgotten generation of theatre-goers. Certainly Pond's will attract an audience such as radio programs seldom manage. Curiosity alone guarantees that.

In the 15 years since she locked her makeup box and wrapped herself in a mysterious silence Maude Adams has remained a cherished memory of the pre-war sentimentalists and a synonym, even more than the Barrymores, for the American theatre of yesterday. In her way she antedated Garbo, who chooses to loath and avoid the society of her contemporaries and create an aura of untouchability.

Maude Adams at the height of her career stood about heavily veiled and shrank from the world as admirers. She used a six-foot pole to keep the public at a distance and from this acute publicity elusiveness sprang the Maude Adams legend.

Then out of the silence and into the loudspeakers of America came Maude Adams and cold cream. No matter why, NBC declares and columnists insist that the privacy of a broadcasting studio (and they can be extremely private) appeals to her. Coming and going unseen on Radio City express elevators, the star nobody ever named a sandwich after can do her chores under ideal working conditions—so goes the story.

What is pertinent to Pond's and to the trade is that Maude Adams brings with her an audience. Premiums are a large one. Whether that audience will enlarge or diminish with successive broadcasts is not easy to predict. "The Little Minister" as adapted was not ideal for radio, except that it was obviously what was expected. Miss Adams was prefaced lengthily by first a narrator and then secondary characters. It was all in Scotch brogue, always tough on ears, not attuned to its coming.

Adjective "elkin" is used to describe the heroine. That tells much. Playwrights no longer etch elkin heroines. The mood and the spirit of Sir James Barrie's play is alien to the present day. Ladies who tease overmuch nowadays get a grapefruit in the face from modern James Cagneys.

Helen Hayes did "The Little Minister" for Fleischmann hour some weeks ago.

Two sections of 13 minutes or so divided by Pond's sales message were given (12) but only one-half of "The Little Minister" emerged. For the remaining portion a second tuning-in next week is required. Splitting narrative with a week's delay by ordinary standards on radio is bad. Exceptional circumstances must rule, differently, of course.

Some of the effects in installment one were poor. Notably Miss Adams' humming entrance. She successfully projects a good deal of light and shade across the kilocycles. She has a thousand tricks of the voice.

"Minister" is what used to be called high comedy. Implying refinement and a mixture of whimsy. Definitely genteel. That is Maude Adams. A lady who happens to be an actress. Land.

**'THE OLD NEIGHBORHOOD'**

Joseph Greenwald, Maurice Barrett, Doris Hardy

Dramatic Series

Sustaining

WOR, Newark

Dialog of this series may be new, but the basic themes has a lot in common with "Mendel, Inc.", which David Freedman authored for legit and films several years ago. Greenwald played the title role in the Freedman version of "Krautzmeyer's Alley".

"The Old Neighborhood" serial takes for its background the Yorkville section of Manhattan and accordingly makes its dialect Dutch. Like "The Kibitzer" the lead character is the owner of a cigar store, shows a disposition to take nothing seriously but his cracked brain invention and has a motherless daughter who does all the worrying for the family.

Conversations exchanged all around the mahogany spouts by the central figures are all patterned to the old formula. Maurice Barrett, also from legit and vaude, plays the part of the crony. Greenwald and Barrett should get together on their dialects and make it all Dutch or all Yiddish. Dore.

**H. G. WELLS**

Address from London

10 Mins.

WEAF, New York

High-pitched, throat-clearing mannerisms of H. G. Wells over the air from London to New York shocked many who knew him only through his smooth-running prose. Got so his half-hour talk on "Whether Britain?" listeners could time his bronchial whoops. Lucky thing Shaw didn't follow Wells in, as advertised. G. B. S. being a speller, with the speed, the confidence, and at times, the noise, that pictures type of act over with a bang. The studio, where a formula is less effective, although some dialers may like the crazy comedy. Material is so-so.

Straight singing along and more piano playing would improve these programs from the angle of radio reception. One of the two, some plug for dates in theatres, where their act probably is a clicker.

**PEEPING GEORGE & TOM**

Songs

Sustaining

15 Mins.

WGJ, Schenectady.

Duo, now to WGJ listeners, broadcast a 15-minute morning program thrice weekly from Albany studio. Calling themselves "The Dunkers," they do not comedy in talk and songs. One of the pair plays the piano too, and does a good job. Boys work in vaudeville style, with the speed, the confidence, and at times, the noise, that pictures type of act over with a bang. The studio, where a formula is less effective, although some dialers may like the crazy comedy. Material is so-so.

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**VARIETY'S BIG TEN**

Merleith Wilson's Orchestra, Tommy Harris, Nanette LaSalle

30 Mins.

Sustaining

KPO, San Francisco

NBC is using to good effect VANDY's listing of the 10 most played and popular songs of the day. Broadcast this Friday night 9:30-10 p.m. frame, into a period that has become surprisingly popular around here. Fan mail, which has been high, indicates that beauty-coup listeners follow the period weekly, making it a contest idea, with bets being placed on the probable winner for the current week.

Program is a neat feather in the production cap of Donald Cope, who does a stellar job in framing the Big Ten. Starts at the bottom of the list and builds upward, the leader coming last and preceded by a medley of pop tunes suggested by listeners as their nominations for tunes that should be in the VANDY list. Number No. 10, the number 1, is mentioned in a short historical sketch; in this case, it was "Did You Ever See a Dream Walking?" with Harry Revel and DeSylva, Brown and Henderson coming in for a mention. VANDY gets credit as compiler of the list.

A crack orchestral job is turned in by Merleith Wilson and orchestra, capable of doing valiant arrangements of such tunes as are repeated more than once and otherwise dressing up what might otherwise become a tiresome melody. Bulk of the singing task goes to Tommy Harris, who can and does handle lyrics in veteran and showmanly style. Nanette LaSalle (nee Dolly LaSalle) handles several tunes in nice blues voice. Dick Elers the announcer.

JOE EMERSON

With J. Holbert Byram

Songs and Graphology

**COMMERCIAL**

WLW, Cincinnati

Mueller's Macaroni sponsors this three weekly night program, on from 6:15 to 6:30. Team should prove effective with housewives.

Emerson has been singing over this 50,000-watt for more than a year and has built up a rep, particularly with femmes. Byram, a newcomer to radio, is hailed as a handwriting expert and the creator of a patented gadget called "graph-o-log."

Quarter hour is interestingly occupied. Starts with a non-commercial introduction of Emerson as an announced while the singer is faded for his "Love Will Never Die" theme. Follows two standard selections with light orch background, one being asked to chorus the second number.

Emerson builds up Byram via an interview. Comeon for auditors is invitation to submit script samples of brief line of blurbs for Mueller's products, some of the specimens to be selected for analysis in a next future blast, and to compete for weekly prizes of \$50 graph-o-log.

The Ponce Sisters are also welcomed to meet Byram in person at designated department stores.

Program is plugged by ads in dailies and cards in windows of Mueller's dealers.

Kolling.

ZITO-POEMA ORCHESTRA

Sustaining

15 Mins.

WEAF, New York

This is one of several dances-tango-combo now play, it is offered in the swank Empire room for the ten dancants and WEAF characterizes it as a sustainer of afternoons.

For a five-piece combo it comes through plenty strong. What's more its style is varied and versatile, equally proficient on normal dances as tangos. Ralf Napoli, guitarist with the hand, warbles the vocals and very nice, too.

Jaco.

WOR, Newark

# COMMERCIALS

WEEK OF JANUARY 15

This Department lists sponsored programs on both networks, arranged alphabetically under the advertiser's name.

All time is p.m. unless otherwise noted. Where one advertiser has two or more programs they are listed consecutively.

An asterisk before name indicates advertising agency handling account.

Abbreviations: Su (Sunday); M (Monday); Tu (Tuesday); W (Wednesday); Th (Thursday); F (Friday); Sa (Saturday).

## ACME LEAD

6:30-Su-WABC  
Ed McConnell  
\*Horn, H-Mo  
**AFFILIATED PDS**  
(Louis Philippe)  
1-Tu-WABC  
Princess Marie  
\*Blanket

AMCO ROLLING  
10-WEAF  
The Iron Master  
E. B. & D. C.

AMER TOBACCO  
(Lucy Strike)

J-S WEAF  
Metropolitan Opera  
Don Giovanni

Rosa Ponselle

Marie Dressler

Edith Piaf

Elio Pinza

Maria Callas

\*Lord & Thomas

AMERICAN OIL

7-Su-WABC

Eduard Winter

Bob Hope

\*Joe Kata

A & F

9:30-M-WEAF

Harry Horlick

Frank Parker

Paris & Pearl

## ARMOUR

8:30-F-WABC  
Pete Baker  
Mabel Albertson  
Roy Shield  
Nell Sisters  
M. W. Ayer

A. S. BOYLE

(Floor Wax)

Tommy Dorsey

Irving Kaufman

\*Blanket

BARRABOL

8:30-M-Tu-Th-B

Edwin C. Hill

\*Erwin Wasey

BATTLE CREEK

1:45-Tu-W-F-W

WABC

\*Painted Dreams

Bebe Flynn

Kay Chase

Alice Hill

Barbara Stanwyck

\*Erwin Wasey

BAYER

9:30-Su-WEAF

Frank Dunn

John Ohman & Arden

Bert Hirsch

Hannah Lee

\*Blankett

## BENCH-NUT

8:45-F-WABC  
Dick Davis  
Jack Roseleigh  
Curtis Arnall  
John McPherson  
Elizabeth Wragge

Nellie Howard

Posty Allenby

John W. Ayer

\*McC-Eric

BISODOL

8:45-F-WABC

Taveling in Paris

Kath Carrington

Mike Wallace

Claire Majette

Nat Shilkret

\*Roddey

BODDEN

10:45-F-WABC

Magic Moments

Bebe Flynn

Kay Chase

Alice Hill

Barbara Stanwyck

\*Erwin Wasey

BRENTON-MYERS

9:30-Su-WEAF

Spain Troubadours

Dolores Del Rio

Dolores Ryan

(Hotel Hostess)

Pete Allen

Paula Hofa

Sam Sime

Mary McCoy

Ferde Grofe

Benton & Bowles

Carroll & Pyle

9:30-M-WEAF

Barrett Deboe

Doris & Knicker

Edna & Eddie

M. Wilson Orr

Thompson

10-WEAF

Tommy Wright

Jim Mitchell

Don Amache

John Goss

Gene House

10-WEAF

BRUNSWICK

7-WEAF

Carroll & Brickett

Edgar Strehle

10-WEAF

CAILEY-HOVEN

(Father Hovey)

7-WEAF

GRANADA

9:30-Su-WABC

Edward d' Anna

Frances Bowman

John Goss

Thompson

10-WEAF

CAIRN'S HOVEN

(Mother Hovey)

7-WEAF

AUBREY MOORE

GENERAL CIGARS

9:30-Su-WABC

John Goss

Thompson

10-WEAF

CAIRN'S HOVEN

(Mother Hovey)

7-WEAF

CAIRN'S HOVEN

(Mother Hovey)

## Radio Chatter

### New York

Henrik Van Loon started Jan. 9 as a lecturer-guide of a world's cruise of six months aboard the *Franconia*, arranged to do a series of broadcasts upon his return over the new Newark station, WNEW.

Prof. William Lyon Phelps is back on the *Underwood Elliott show* (CBS) and is doing a lecturing bit on the drama. His inc. assignments are out.

Jack Cook will guest artist for the *Hinds Honey and Almond cream* out of Chicago, March 18.

It's a \$1,000 bet between Tom Rockwell and Harold Kemp with the purse going to the first one falling off.

Costume designer four bucks to hear the Eddie Cantor-Chicago stanza last Sunday night (?) . Gagman was in a cab equipped with a radio set when the show started and there he sat through its hour's run.

Kay Strozz, sister of Sidney Strozz, NBC program head in Chicago, is being auditioned by the same network on the New York end.

Babe Miller, formerly with Barney Rapp's combo, is getting build-up attention from NBC.

L. Wolf Gilbert is still contributing material to Eddie Cantor's see-

sion. Gilbert says, notwithstanding Don Freedman's claim that he's doing it exclusively.

Violet Kable Cooper is getting a hearing from NBC's dramatic department.

WNEW has added to its staff Kay Reed, organist, and La Rocca as musical supervisor.

Billie Gould and Ted Doolittle, former ABS p.a.'s are with WOL, Worcester.

Paul Winchell added to market analysis staff of NBC sales promotion department.

Lulu McConnell has a controversy over her Ex-Lax contract. Claims that it called for more than the 12 weeks she got.

Gertrude Niesen shifts from the Embassy to the *The Toe coc*, penthouse of Park Central, Jan. 18.

Walter Wicker in his *Chicago* negotiating a series of shows for Irene Wicker along "The Singing Lady" idea.

Ethel Shutta has asked to be relieved of her contract on the *Neige* show. She wants more warbling space and Walter O'Keefe's is more than willing.

Dan Hall Trio playing vaude date commuted daily to continue their 8:15 a.m. broadcasts.

Aldo Ricci was a child prodigy in New Orleans was back when Mildred Bailey joined the George Jessel air show.

Buddy Rogers back on regular ether schedule Jan. 26 from the Paradise cafe.

Walter, who also is accompanist.

Don Hall Trio liked its engagement at the Ritz, Newburgh, N. Y., so well that it broadcast expressions of appreciation, not only to Newburghers, but to Eugene Levy, theatre owner, and Ed Grindel for the loan of a violin.

Capitol Theatre, Albany, films, books its 10th season when it presented *Skip, Step and Happiness* of WGY, as an added attraction for four days.

On a visit to his home town, Utica, N. Y., Robert Rissling, WGK announcer-singer, entered the 77th annual Welsh songfest and captured first honors in the baritone division.

Oliver Wallace, former Georgia Wildcats, former WGY singer and theatre act, are now playing at the Village Barn in New York City.

Mircle Armstrong Esmond, WGK coloratura soprano, was one of the artists appearing under Major Edward Bowes' direction at the opening of WHN, New York City.

WGK had 35,000 visitors to its studio during '33.

Bernard Krueger, WGK engineer, sent to Lake Placid to handle the pick-up of Lowell Thomas's broadcasts for NBC's blue network while the explorer-traveler was in the Adirondack mountain resort for a convention.

Sam and Peanuts, who were forced to cut their vacation due to WGY and in regional theatres due to Salt's illness, are now broadcasting over WSM, Nashville, and NBC's southern network. From Schenectady due went to Peanut's home in Coffeyville, Kan., where his Salt recuperated.

George O'Toole, WCAO, Baltimore, spelling WMAK, began after four-week horizontal following serious stomach operation.

Ellwood Hawkins, John Charles Thomas' protege, ether debuting over WBAL, Baltimore.

Nancy Turner, WBAL stylist siren, first and only Baltimorean member of N. Y. C. Fashion Group Club.

Arthur Godfrey back home in Baltimore after being let out as WRC announcer. Looks to connect with WJSV.

J. Hammond Brown, radio editor of Baltimore News, is ill. Ed Ballard is babbling.

Boston struggled through dance engagement at Greensburg, near Pittsburgh, just after receiving word his brother had died in Wisconsin.

Virginia Briggs has signed with Art Farrar's orchestra and is now heard nightly over KDKA, Pittsburgh.

Father of Earl White, Pittsburgh radio tenor, formerly with WCAE, died last week. Young White lost his mother few months ago.

Jim Hays, who writes "Sun-Tel's" Alcacer column, plugging Hearst paper features daily over WCAE, Pittsburgh. Hays, former naval officer, used to be an announcer at this station.

Billy Catzzone, formerly with Jack Pettis' orchestra, now on the musical staff at WCAE, Pittsburgh.

Gannett newspapers in Rochester have cut down on radio programming, using it less for general information.

At the same time, Station WHEC, owned by the Gannett Co., runs a daily ad on program highlights. Possibly a gentle hint to the rival station.

Squash is new recreation of William Fay, manager of WHAM, Rochester, and Jumbo McMillan, sports reporter.

Station WHEC, Rochester, is trying comic strip idea over the air, using Times-Union cartoon characters.

Ethel Hinton and Glenn Mack, Buffalo dialecticians, appearing in script show "Tim and Della" over WHAM, Rochester.

### West

Mel Williamson, new p.a. KMTR, Hollywood.

Gus Mack is off as manager of KMTR, although staying on to handle the Beverly Hill Billies. No successor yet.

Lorna Ladd is on KMTR, Hollywood, with a weekly air column on radio personalities. Did the same station previously on KHA?

Jeff Ginn added to staff of KCFR, San Francisco, as tenor.

Long lines, 75% femme, every Thursday outside Radio's film studios to lamp Rudy Vallee in his weekly Fleischmann hour.

Garnett Marx of St. Louis, new announcer at KFWB, Hollywood.

Tom Breneman, laid up for two months as a result of a recent weight fall, is back at KFWB, due back at his desk in two weeks.

Smoky Jack Dalton and his riders of the Purple Sage move from KFL, Los Angeles, to KSLW, Burbank, Cal.

Ralph Forbes set for 12 weeks on KMTR's "Romantic Presidents."

KOA, Sioux City, soundproofing its business offices.

Freeman H. Talbot, director of KOA, Denver, has been invited to direct a massed chorus this summer at the New England music festival. The invitation was extended by Mrs. William Arms Fisher, president of the American Choral and Festival Alliance, last week.

### South

Watchtower Bible & Tract Society began a new series of Sunday p.m. half-hours Jan. 7, with further lectures by Judge Rutherford. This is in addition to the weekly quarter-hour already carried on Thursday afternoons.

... are on WWNC, Asheville, N. C.

Fun Fest, with Johnnie Murray as master of ceremonies, disc series by Transco of California, is now under a year's contract for broad-

cast over WWNC, Asheville, N. C. to Sterchi Furniture Co.

"Rosewood and Ivory," with Margaret Chesick, is a new program for Southern Public Utilities Company, over WBT, Charlotte, N. C. Includes a piano-xylophone combination of Peter Martin and George Frazier.

Rotary clubs of North and South Carolina are competing over WBT, Charlotte, N. C. for the best club program. George M. Ivey, department store executive and district Rotary president, has organized the series, with new club offering a new program each Sunday afternoon.

WWNC, Asheville, N. C., received 16,089 pieces of mail during 1933. In the batch was a good foreign representation, Canada leading with 47 letters, Ireland following from New Zealand, and Ireland from Hawaii.

WSOC, Charlotte, N. C., claims a scoop over rival station and newspapers in presentation of recent "jealous lover" killing on principal city street. Broadcast made before police report on blotter.

Homer and Walter Callahan, Atlanta, Ga., well known to WNGC audiences, have just re-

turned from New York City and the making of a series of eight mountain music records for Americal Recording Company.

Mae Parish, seven-year-old torch singer over WSOC, Charlotte, N. C., for whom the station made the largest studio in order to take care more of her growing audiences that come in each Sunday night to watch the broadcast.

Harold D. (Old Wayside) Brown, conductor of program for shut-ins over WBT, Charlotte, N. C., addressed the Woman's Club at Shreveport, N. C.

Fiske Jubilee Singers, negro sextet of Fiske University, Nashville, well known on radio and fresh from a successful tour of Europe, gave two concerts at the Plaza theatre, Asheville, N. C.

Doc Schneider's Texas Yodeling Cowboys, late of WEAF, Waco, Tex., are in North Carolina playing vaudeville in picture theatres.

Douglas Lee, engineer for WSJS, installed RCA-Victor engineers in installing Terra-Wave radio for Winston-Salem, N. C. Police Department moved its largest radio sets in private autos will be unable to pickup police calls.

Francis Craig orchestra played on the opening program of WSM, Nashville, on Oct. 5, 1935, and has been on the staff ever since. Craig carries fourteen men in his organization including Miss Alpha Louise Morton. Recently he added Pee Wee, a little darkey, as a second hotcha singer. With Tommy Harrison, tenor soloist. The band is composed of the following members in addition to Mr. Craig: Cecil Bailey, Powell Adams, Clint Garvin, Red Horn, Bill Yandel, Mickey Tiny, Newt Richardson, John Gordy, Tommy Harrison, Red Cunningham, Jimmie Dean and Curt, known as The Vagabonds, over WSM, Nashville, played Princess theatre in that town.

### Mid-West

John L. Clark, gen. mgr. of WLW and WSAI, Cincy, the dad of boy, No. 2.

Grace Clauva Raine, vocal director of Crosley's Cincinnati station, is hearing voices new to herself, going in for the raising of Scotties.

Talent WLW, Cincinnati, on venison, the treat of Oklahoma Bob Albright, w.h.o. bagged deer in Michigan.

Ohio's most publicized man hunt is for Neal Bowman, escaped desperado, who is wanted over WLW, Cincinnati; aided State highway patrolmen, county and municipal police with day and night flash instructions, directed by Capt. Lynn Black of the Ohio police, during the hot pursuit extending over several days.

Dutch Schmit pinch-hitting for Charlie Flager at the Saturday morning kid show sponsored by KSO, Des Moines.

The Three Js—Jean, Joan and Jerry—feminie trio, getting the latest plaudits at KSO. Girls are Marjorie Roberts, Jerry Eifaw, and Leatha Nohu.

## JACK BENNY

WEAF  
10-10:30 P. M.  
EVERY SUNDAY  
**CHEVROLET**  
PROGRAM

**RUBINOFF**  
Radio Dynamic Maestri  
and his  
**DANCE ORCHESTRA**  
at the  
**HOTEL ROOSEVELT**  
NEW YORK  
NIGHTLY

### PAT KENNEDY

(The Unmasked Tenor)  
Sponsored by  
Paris Medicine Co.  
WGN, Chicago, Daily  
1:30-1:45 P. M. CST

### MORIN SISTERS

on the  
**'SEALEDPOWER SIDE SHOW'**  
Every Mon., 7-7:30 P. M. CST  
6-9:30 P. M. PCT

## CHARLES CARLILE

Broadcast  
WABC

Sunday—6:45-7:00 P. M.

Tuesday—6:30-6:45 P. M.

Thursday—11:15-11:30 P. M.

Direction—CBS  
Personal Management  
LEW COOPER

### SPEAKING OF THE SIZZLERS

## RUDY VALLEE SAYS

"TO ME, THEY ARE THE MOST PERFECT TRIO I HAVE EVER HEARD AT ANY TIME."

For further information:  
HAROLD KEMP, NBC Artist Bureau  
New York City, New York City

Personal Direction, CHARLES A. BAYHA

## SID GARY

Radio's Versatile Baritone

### CUNARD HOUR

10-10:30 P. M. Every Tuesday

WJZ

Direction  
FRANK FRESEY AGENCY

## LEO ZOLLO

AND HIS MUSIC

Wednesday, 2-2:30 P. M.

WEAF—Red Network

Playing Nights  
BENJAMIN FRANKLIN HOTEL  
Philadelphia

Sole Direction  
LEW CHUDD

New York  
Chesterfield Hotel Auditorium Hotel  
Chicago

## Inside Stuff—Radio

NBC has almost four times as much morning time sold on the red (WEAF) link as on the blue (WJZ). Total amount of a.m. commercial time on the NBC books for the current week gives the red loop 11 hours and 45 minutes and the blue, three hours and 45 minutes.

For the 1 p.m. to 6 p.m., stretch the red string down commercially for 11 hours and 15 minutes and the blue, eight hours and 15 minutes. WEL's total sales on the week for the n.l.t. time period (6 to 12) has WEAF down for 22 hours and 45 minutes and WJZ, 19 hours and 45 minutes. Tally of advertiser time on both NBC links this week comes to 77 hours and 30 minutes.

Columbia's prosperity during the last three months of 1933 has been ballyhoed to the trade in a booklet under the tag, "Where They Spent Their Advertising Dollars and What They Got For Them." This final quarter, the booklet states, gave CBS first place according to the amount of time sold over NBC's choice link, the red (WEAF). In drawing comparisons on the entire year of 1933, CBS gives itself an average daily time sales of 14 hours, NBC's red network, 4 hours and the latter web's blue link (WJZ), 3½ hours.

Dollar sales volume for 1933's fourth quarter, avers CBS, put it 32% over the level that prevailed for the like three months in 1932. Booklet states that in 1933 all Columbia advertisers earned net profits higher than other radio-advertisers and higher than all other leading national advertisers.

Hitler bit which Remington-Rand included in its "March of Time" program Jan. 5 provoked a deluge of phone and mail protests. Immediately following the broadcast the switchboard at WABC, New York, was jammed with calls demanding to know why the station allowed itself to be used for "propaganda purposes in Hitler's behalf." Letters voicing similar sentiment have since been pouring in from various parts of the country.

News item which caused the furor had to do with Hitler's greeting of an ex-army mate whom the dictator had brought over from America and given a job. Objection was that the dramatized scene of their meeting was so couchured as to put Hitler in a favorable light.

Batten, Barton, Durstine & Osborne, the agency on the account, denied that the item had any implications of propaganda or editorializing about it and averred that the program merely sought to present the incident as told in the news dispatches.

During the remainder of the run of the "Potash and Perlmutter" show on NBC Feen-a-min (Health Products Corp.) will continue to clear its advertising business through the McCann-Erickson agency.

William Esty agency severed its connection with the Feen-a-min account when the "Doc Williams" dramatic series it handled for the laxative on the west coast expired a couple weeks ago. Esty's office currently has another Health Products brand under its supervision. It's White's Cod Liver Concentrate Tablets and the program is the "Bar X Ranch" stanza on NBC Sunday afternoons.

Material for the NBC "Little Known Facts About Well Known People," commercialized by Maltese Breakfast food, is being supplied by Homer Croy, novelist, recently in Hollywood for pictures.

Golden State Milk Co. of Los Angeles is using a novel means of advertising its product over the air. Company is buying 15 spot announcements daily from KFWB, Hollywood, in which it plugs various civic activities, organizations and other affairs of public interest. Only plug for the milk concern is the line, "Announcer, your Golden State milkman."

Dave Rubinoff has not an NBC wire out of the Roosevelt hotel, N. Y. Standard Brands, which pays Chase & Sanborn coffee's air bills, interposed an objection to Rubinoff's going sustaining and the network asserted by advising the hotel that while Rubinoff is on the job the NBC hookup into the spot stays dormant.

Rubinoff had booked himself direct into the stand, which meant no split on the commission for the NBC Artists Service. This situation made it easy for the network to yield to the S. B. request.

Powers Gouraud, who covers Philadelphia theatre first nights for the radio, frequently pans newspaper critics for being too hard on the premiere, and is getting plenty panned himself for airing too many raves. His prize bloomer this season was plucking "Give Us This Day" (3 performances in New York) as a hit possibility. He did, however, predict others more accurately.

It's quite the vogue in Philadelphia for authors, producers and cast of legit to gather round a radio after an opening to get a pre-newspaper blurb on the show.

## Inside Stuff—Music

Sheet music business from the distributing end hopped out of the post-holiday slump last week to give the Music Dealers Service, Inc., one of the biggest weekly turnovers in its history. Monday (8) was a record breaking day for the shipping combine with the call for "Spinning Wheel" totaling close to 14,000 copies and "Smoke Gets Into Your Eyes," around 10,000.

For the first time since its organization the MDS enjoys practically a monopoly of the current song hits. One tune among the leaders not cleared through this source is "Goodnight Little Girl of My Dreams," a Joe Morris release.

Sale of sheet copies on "Good Night Little Girl of My Dreams," one of the few holdovers of last year, has gone over the 200,000 line. Plugging of this ditty has been pretty well limited to male element of warbler, which in part accounts for the slow buildup that it has received.

Final check-up of recent election held by Chicago Musicians' Union shows vote of 2,715 for Jimmy Petrillo, 681 for Angelo Cavallo and 23 for Nunzio De Pasquale. It was another smashing victory for Petrillo.

Complete shutdown on the broadcasting of "Wagon Wheels" was made effective by Shapiro, Bernstein & Co., last week more out of consideration to the producers of the latest "Ziegfeld Follies" edition than from fear of possible consequences to the sale of the song's sheet copies. Number, which is included in the "Follies" score, is a Negro lament and Louis Bernstein doesn't expect it to prove an exception to the rule that compositions of this genre enjoy minor favor across the music counter.

Canebrake or cottonseed wall may achieve top artistic success and pile up the plugs galore—but when it comes to buying the sheet version the public's proclivity is in anything but that direction. Despite the sustained air and stage popularity of "Lord, You Made the Ni ht Too Long," the song in its two years of release hasn't sold 30,000 copies. Another sales disappointment of this same composition class is "River, Stay Away From My Door." Turnover of this outstanding flick, according to per-

### Liquor Squawks

Some of the ex-class drinking restaurants, now gone legit, with retail liquor licenses 've everything, ever that they've turned back more wet goods since Dec. 15 than in years.

You could trust a boot-legger,' says one restauranteur's summation of the bad brands being vended him.

Great variance of prices prevailing in liquor shops, and in comparison with department stores which are expected to undersell them, is slowing down the retail thing. Furthermore, the inferior grade of some of the brands has created a small amount of squawking. Even the department stores are having merchandise returned and are accepting it subject to analysis for their own guidance.

### MUSIC NOTES

Bob McElroy and his Criterion orchestra have returned to the Hotel Taylor, Easton, Pa., after finishing a six weeks' engagement at the Club Dickman, Auburn, N. Y.

Harold Stern replaces William Scotti at the Montclair Tuesday (today). Scotti's new stand is the Stater, Boston.

Kay Kyser did a man bites dog by winning and dining a bunch of song pluggers. Besides lifting the entire tag the band leader gave each of the contacts a present.

Teddy Powell, guitarist with Abe Lyman band, has written his first song, "I Can't Go On Like This," with Howard Johnson, for Remick's.

Jack Perry now Chicago representative for the E. B. Marks Music company. Replaces Art Stiller who resigned.

Frankie Masters band replaces Noble Sissle orchestra at the College Inn, Hotel Sherman in Chicago on Jan. 22.

Henry Busbee band closed at the Granada cafe, Chicago, last week and headed for some road tour.

Ralph Rainger and Leo Robin will write orig. music for "Cosmetica," featuring Carl Birsson, at Paramount.

Gene Quay's band follows Kay Kyser into the Club Del Mar in Los Angeles. Kyser goes to the Bal Tavir at San Francisco.

Ike Meyer's band has been set at Seattle, and Archie Loveland's muckers at Portland, for tuning up the Chevrolet shows being held simultaneously throughout the country during the week of Jan. 13-20.

Jack Mills spent last week in Canada going over the local sheet music situation with his distributing agent.

Radio stations have been advised by the American Society of Composers, Authors and Publishers that "Wagon Wheels" currently included in the "Ziegfeld Follies" is restricted in every way from the air. Billy Hill and Peter DeRose authored the piece.

Louis Bernstein and Mrs. Bernstein leave this Saturday (30) for a two to four week stay in Miami Beach.

Abe Lyman was confined to his Hotel New York room last week with a chest cold.

Henry King has shifted from the Hotel Pierre, New York, to the Embassy Club, Miami. Jack Denny has replaced him in the former spot.

Performances, hasn't been 200,000 copies and that total takes in both the United States and Canada.

Other ditties of the Negro that have gone big on performer usages but failed to roll up appreciable sheet sales are "That's Why Darkies Are Born" and "Rockin' Chair".

One tunesmith, who too freely adapts the masters, is being termed the Milton Berle of songwriters.

Eddie Elkins closed at the Savoy-Plaza hotel, New York, Saturday (13) because the spot is one of those hosteries which prefers a salon orchestra.

With Lyman and Olsen in Florida vacationing, and Rudy Vallee's Connecticut Yankees performing without Vallee at the helm, that makes three bands now playing in New York sans their leaders.

## Air Line News

By Nellie Revell

NBC expects to gross \$300,000 out of its 400 tourist charge the first year the studios have been opened. During December 1933, alone, there were 27,885 paid admissions, with an average for the ten November days the studios were open to the public being around 400. Top day in the two months past was Dec. 27, when not quite 2,000 paid. Since that peak, the average has been 1,000 daily, necessitating an increase in guides, from 12, at the beginning, to 40 currently.

Talks are being written for the guides explaining the various functions of each NBC department and the relations thereof to actual broadcasting. Tour is undergoing changes to make it more interesting. One possibility is that set guides will be given one department to talk about and just one speech to make, with the tourist groups, being relayed from one guide to another.

### Unemployed Actors First

Unemployed actors obtained from the Actors' Dinner Club, III be used exclusively on commercial starting for College Inn food products on WOR Jan. Geoffrey Kerr will be in charge of talent.

### Short Shots

Morton Downey, now touring in vaudeville, will broadcast from KMOX, St. Louis, Jan. 18 and from KMBC, Kansas City, the following week. George Gershwin and Louis Katzman's band auditioned for Feeman last week. Composer may also appear on the Camel show which is slated to undergo changes shortly and which is handled by the same agency....Phil Duey was laryngitisitised out of an Educational short last week. Alex Grey went in instead....Irving Fields, radio p.a., does a Broadway column for the New York East Side News....Henry Ford will personally select the announcer for the Fred Waring shows CBS has waxed its announcers for his approval....Gossip mongers would have you believe Leon Belasco and Robert Wells, his singing protege, are secretly married. Taint sol....Four Marx Brothers are looking for radio work. They've been offered to several sponsors and an oil company was interested until they learned the price the four laddies wanted was \$6,000....Jesse Deppen Ball suffered a broken shoulder last week. Confined to his Beaux Arts apartment in a cast....Isham Jones renewed for the Big Show....Jack Starr auditioned for a WOR announcer's job....George Metaxa auditioned for Scollitz beer....Edith Murray, new songbird at Columbia, is managed by Irwin Grayson, formerly director of WTIC, Hartford. When Bert Wheeler and Bobby Wooley appear on the Hinds' Honey and Almond show Jan. 21 as guest artists there will be several national advertisers listed.

### Not Confidential

Rainey, NBC production department, out of the hospital and back at his desk....Ed Byron is the producer for the radio department of the Esty agency....Carl Alspach, formerly with RKO, is one of the new executives with WHOM....Knowles Entrikin is the new casting director for Columbia's dramatic programs. He was formerly associated with Lawrence Langner....Gregory Williamson leaves the NBC production department to go with Lennen and Mitchell agency....Marie Murphy and Marie Dous, both graduates of the Georgian Court Convent in New Jersey, are in the WOR music copyright and music library respectively....Talent for Milton Blow's new station, WNEW, now includes Kay Reid, staff organist, Walton Butterfield, dramatic chief and Uncle Bob Emery....Carl Lorenz, NBC engineer, is a new father....Sinus Farr, who wrote mysteries, resigned from the NBC continuity department to go with the Esty agency....Bernice Meek, for the last six years in the program department at NBC, doesn't live there any more....George Beck, formerly with Lord and Thomas, now with Harrison, Gardner and Rothschild....Ed Ingels lifted from the night press desk at NBC to the day trick. Berry Holloway and Bill Thomas, now on nights....Hilda Cole, CBS press department, is travelling with the Kate Smith show on the publicity end.

### Gossip

Albert Spaulding wishes interviewers for radio magazines and radio reporters would lay off him and wait at the studio, concert hall or his hotel to interview him. He's just a bit fed up on publicity. (Maybe that's why he hired a high powered press agent to keep his name in print?)....It took two weeks before Royal Gelatin decided on the name Kathleen Wells for the girl singer with Peter Van Steeden's orchestra. Now they don't even announce her. Her right name is Kathleen McLean. Borden show starting on CBS Jan. 27 is a publicity dream for MGM, RKO, Warners and Paramount, in that picture produced by them will be dramatized weekly, continuity to be written by Don Stauffer and Bill Stuhler, who worked on March of Time....Elizabeth Love, of Roses and Drums is rehearsing in Mackrel Skies, legit show....After being on sustaining almost a year, Harry Hershfield goes commercial on WOR for Chock Full o' Nuts....Howard Marsh has been appointed special musical advisor to grammar and high schools in Rumson, New Jersey, his home town....Aldo Riccio added a "cellist and two violinists to his Phantom Strings....A corset concern will sponsor an afternoon series over Columbia presenting filmdom's biggest names direct from Hollywood....Crumit and Sanderson auditioned for another cigar account last week....A CBS wire goes into the Embassy where Jack Pettis starts shortly....Don Hall Trio play a two day date in Middletown, N. Y., this week end.

### Stand By

Rube Barton is a cigar smoker....J. Harold Murray had to be begged plenty to make a radio appearance with the Ipana Troubadours Jan. 17. He is wealthy....Columbia press department played host to a few of its out of towners last week. Among them were Bob Kaufman of Chicago, Bob Donahue of Boston and Ann Gillis of Washington, all guests of Jap Gude, CBS publicity director....Ramona has a WJZ sustaining starting soon....Mary McCoy will be on the Kuku show when it starts for AC spark plugs....CBS publicity is building up the Five Spirits of Rhythm....Vivien Ruth recorded "I'll Be Faithful" for three companies last week....Charlie Martin, WMCA dramatic director, hasn't been out of his office for lunch in two months, he's been that busy....Arthur Pryor, Jr., speaking before the American Women's Association, spoke of the opportunities in radio for women.

## M.C. Nuisance

Introducing the celebs at cafe and hotel openings is getting to be an all-round nuisance.

Some day some of the managers, or the stars, or the p. a.'s will first ascertain (1) whether the celebrities present would like to be introduced, or (2) whether it makes any difference anyway.

And who cares if this or that by-line newspaperman or radio columnist is in the house? Excepting a couple of the by-liners whose egos react to it.

## Most Played on the Air Last Week

To familiarize the rest of the country with the tunes most sung and played on the air around New York, the following is the compilation for last week. This tabulation will continue regularly.

In answer to inquiries, these plugs are figured on Saturday-through-Friday week, regularly.

Tabulation in turn is broken down into two divisions: Number of plugs on the major networks (WEAF and WJZ of the NBO chain, and WABC, key station of CBS), along with the total of plugs on New York's two full-time independent stations—WOR and WMOA. Data obtained from "Radio Log" compiled by Accurate Reporting Service.

Title	WEAF	WJZ	WABC	WOR	WMCA	Total
'Everything I Have Is Yours'	23	24		38		47
"It's Only a Paper Moon"	20	18		35		53
"Smoke Gets Into Your Eyes"	23	12		35		50
"Spinning Wheel"	20	15		35		50
"Goodnight Little Girl"	22	10		32		44
"Did You Ever See a Dream Walking"	12	13		30		45
"On the Wrong Side of the Fence"	17	10		26		43
"Our Big Love Scene"	17	9		26		42
"One Minute to One"	15			26		41
"Keep Young and Beautiful"	16			26		42
"We'll Make Hay"						26
"You Have Taken My Heart"						26
"Throw Another Log"						26

## COUVERT GONE, MINIMUM NEXT, IN BALTO

Baltimore, Jan. 15.

With nitry biz hereabouts brightest since hey-day days of '28 managers have sloughed the old prohibition-necessitated couvert charge idea, and at present are gradually abrogating minimums.

There isn't a couvert tab in town, and in past week half a dozen spots have found themselves able to waive minimum, with others intimated as following suit. All this has been accomplished without slashing floor show costs, orks or retinue.

### Cafe Gets Injunction But Mary McCormic Quits U. S. A. Anyhow

On the morning of her sailing, Saturday (13), on the *Île de France* for London, Mary McCormic was served aboard ship with Justice Richard P. Lydon's N. Y. Supreme Court injunction writ to restrain her from leaving the country to open at the Palladium or play for any other management during the weeks of Jan. 20 and Jan. 27, 1934. Miss McCormic sailed regardless.

Suing her is Collett D. Huff, operator of the Hollywood Country Club, Hollywood, Fla., which had her contracted for these two weeks at \$1,500 a week. Instead, according to the papers, a telegram appended from the diva apologizing for the necessity of walking out on the Florida engagement because her London dates had been satisfactorily adjusted. She adds she'll be pleased to take up the Hollywood engagement upon her return from abroad.

Juliann T. Abeles, representing Huff, put up a \$1,000 bond per court order.

### TOURING VS. LOCAL BANDS CAUSES TIFF

Rensselaer, N. Y., Jan. 15. Fight between Albany Musicians' Union and Howard E. Van Osterbrugge, proprietor of the Edgewood Inn at East Greenbush, over the right of the night club to book traveling orchestras, has been settled out of court, with Van Osterbrugge apparently the temporary victor. Albany local placed the Inn, which has accommodations for 1,000 dancers, on the "unfair" list and ordered Sammy Kaye's band of Cleveland, out after its original contract had expired on New Year's Day. To avoid trouble, Kaye obeyed, although he and his boys carry A. F. of M. traveling cards.

Inn was closed for several days and then reopened with Kaye's orchestra, under a temporary restraining order obtained by Van Osterbrugge from a Supreme Court Judge.

### WRESTLING IN CAFE

Sports and Spirits Merge in Worcester.

Worcester, Jan. 15.

Atlas A. A., Worcester's original nite spot, is going to toss in boxing and wrestling bouts for the benefit of the sitter-uppers, beginning Feb. 1. Plan now is to have at least two a month. A wrestling bout tried out a few weeks ago went over with a bang and owners figure that the chance to see the leather pushers and grunter mix it up while the patrons are hoisting a few will click regularly.

All clubs abandoned the mighty floor show weeks ago and are bidding for the patronage on Saturday night.

### MUSICIANS IN JAIL 5 MOS. SANS TRIAL

Herkimer, N. Y., Jan. 15. Edward L. Paul and Nelson Little, of Harrisburg, Pa., musicians, were freed Thursday (11) from the county jail where they have been held for five months on an arrest order. They were released as a result of the failure of plaintiffs to press a civil action based on an automobile accident.

Paul figured in the accident last Aug. 19, in which a woman was injured. It was alleged he had taken Little's car from Newport, N. Y., where they had been playing in an orchestra, and fell asleep at the wheel while driving to Caroga Lake to seek another engagement.

### WLS Unit Will Branch Out, Is Heading East

Chicago, Jan. 15.

WLS Barn Dance stage unit is starting in two months' time which will take it into the east and south for the first time. Last week-end troupe stopped at the Paramount, Toledo, for three days, and then heads into four Indiana dates, followed by a three-day stand at the National, Louisville.

From a full week at the Ambassador, St. Louis, Jan. 26, show then swings into two and three-day stands through southern Illinois on its way eastward.

Trip marks the first time the Barn Dance has tried anything outside of midwest territory.

### MERMAN TO CHI PAREE

Chicago, Jan. 15.

Ethel Merman comes into the Paree next week replacing Harry Richman as headliner.

Richman will do a week at the B. & K. Chicago Jan. 19. Then to Florida for a stand at the Saddle and Tennis club.

### Hero Worship in Bermuda

Hamilton, Jan. 10.

Just to shake hands with Henry Wood, Benar Barzelay, violinist of the Inverurie Hotel trio, got up-at-5 a.m. the day the British conductor arrived from England with Lady Wood.

Sir Henry sang (10) for three concerts in Boston.

### Tibbett in Folio

Lawrence Tibbett concert folio is being gotten out by Rohrbins containing all the Metro film songs which Tibbett sang.

### Girl Singer Badly Hurt

Cleveland, Jan. 15. Marian Mann, Cleveland singer in Emerson Gill's band, was seriously injured when her car was side-swiped into a telegraph pole going through Harrisburg, Pa. Besides having collar bone smashed, she suffered a broken pelvic bone, skull fractures, and is now in Polyclinic Hospital in Harrisburg. Milan Hartz, young Clevelandian and violinist on road with Gill, had pelvic bone fractured in same accident. Stewart Sisters pinch-hitting for Marian Mann, joining band in Philadelphia, and then opening in Boston Tent.

## CABARET MUSIC HALL AND PIX ON B'WAY

A cabaret music hall with pictures is the "hybrid policy" which the Casino de Paree management is planning for the Manhattan Music Hall when the CdeP people take it over. The Manhattan started with the same policy as at the Casino but flopped in less than a week.

Casino's take-over is also for protection as it's situated around the corner on West 55th street from the Manhattan.

Latter is planned to play six popular acts with pictures, plus dance music and food service, on a pop scale.

### Argentine Copyright Opens Nation to Biz, MPPA Sending Scout

American music publishers won't start digging into the Argentine market made available to them by the passage of a new Argentine copyright law until they have found out the extent of protection allowed them by this statute. Board of Directors of the Music Publishers Protective Association has voted to retain some one to go to Argentina and make a study for it of the general music situation prevailing in that country.

Under the new Argentine copyright law, which for the first time protects the works of foreign authors and publishers, a copyright registered in the U. S. automatically becomes valid in Argentina. Neither the composer or publisher are under obligation to file their manuscript with the copyright authority in that South American republic.

Argentine law was put through as the result of pressure brought by native authors to protect their recorded works from being used promiscuously by Argentine broadcasting stations. Argentine's new copyright law bars a broadcaster from airing a phonograph recording without first obtaining the permission of the talking machine company which has the disk under copyright. Control given the recorders as regards radio in Argentina is similar to the protection prevailing for them in Canada and Britain.

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### CLARK WITH ERPI

Will Concentrate on Wired Promotions

Walter Clark, who last month held an advisory position with the Warner Bros. publishing interests, has joined the distribution department of Electrical Research Products. Clark's main concern on the new job revolves around ERPI's maneuverings to crash the "wired music" field with its equipment.

Idea entails furnishing restaurants, cafes and hotels with music originating from a central source and carried to member loudspeakers by telephone wire. ERPI's plans in this direction are still in an experimental state. For the past eight months the electric has been serving the Gotham hotel with such music on an experimental basis, using records strictly for the hook-up.

Elaine's Receptionist

Receptionist for the Elaine Music Co., Inc., 150 East 42nd street, was appointed by Justice Dore, in the New York Supreme Court.

Assignment went to Sadie Mery-

### Paul Whiteman's Class Sunday

## Night Concerts with Champagne

### BUD VS. BUDDY

Dispute Signature Song and Ask \$50,000 Damages.

A signature song is estimated worth \$50,000 in damages according to a suit started in the N. Y. Supreme Court by Thurston C. Shays against Buddy Rogers. Shays is also a band leader.

Involved legally is the pop song, "My Buddy," written by Gus Kahn and Walter Donaldson. Bud Shays avers he has used that number as a big song for a long time and because Buddy Rogers adopted the same idea over NBC, Shays deems himself professionally damaged to the extent of the 50's. He also wants an injunction.

J. T. Abeles, representing Rogers, denies everything in general. Buddy Rogers was finally served by substitution following a detailed account of how the rocces server was unable to personally reach Rogers at his Hotel Lombardy, N. Y., apartment where he resides with his mother, Mrs. Bert Henry Rogers.

### FIGURE FILM SYNC DIVVY

United States and Canada are assigned 50% of the world rights under a scale of sync money apportionment worked out by a group of accountants for the Music Publishers Protective Association. Split of the film coin set aside for Great Britain is 25%. Schedule of percentages by country was devised to help the American publisher settle upon the share of the royalties due his foreign affiliates.

Table of percentages suggested by the MPFA for the distribution of picture revenue follows:

U. S. and Canada, 50%.

Great Britain, 25%.

Australia, 8%.

France, 5%.

Italy, 14%.

Spain and Portugal, 1%.

Germany, 3%.

Holland, 14%.

Scandinavia, 2%.

Central Europe, 2%.

Rest of the world, 2%.

### RADIO BANDS HELP BUT NOT ALWAYS

Winnipeg, Jan. 15. Radio as a builder-upper for dance bands is great stuff sometimes. It cost Harry Gault, local musician-promoter, dough to confirm this truism.

Gault began promoting last November by bringing Harry Turner and his band, of KFTY, Bismarck, N. D., into the Civic Auditorium for a one-nighter. KFTY, just 400 miles away, booms into Jocal loudspeakers day and night, and Turner's boys get plenty good spots on the air, so Harry's first venture was profitable.

Next Gault brought in Cliff Kyes' orchestra from St. Paul, but there's little or no listener connection between here and KSTP, where Cliff's lads are heard occasionally. So this promotion was a flopper.

### IOWA GOES MUSICAL

Des Moines, Jan. 15. Iowa public schools have launched plans for the largest statewide music festival ever to be held in the United States. The event is expected to bring together between 10,000 and 15,000 high school and grade school musicians in a gala Iowa school music day.

Nationally famed conductors will wield batons for massed choirs, choospas, bands and orchestras. Expect 99 counties in the state to send at least 150 representatives each.

Elaine's Receptionist

Receptionist for the Elaine Music Co., Inc., 150 East 42nd street, was appointed by Justice Dore, in the New York Supreme Court.

Assignment went to Sadie Mery-

ash, a lawyer.

### SOSNICK POP TUNE

Chicago, Jan. 15.

The theme song of Harry Sosnick orchestra, "Lazy Rhapsody," will be issued as a pop number by Robbins.

Song is taken from an original piano solo by Howard Jackson and rewritten by Sosnick as a pop melody. Words have been supplied by Ned Washington.

White opened with Ravel's "Bolero" and closed with Gershwin's "Rhapsody in Blue," being forced to an encore, "When Day Is Done," an apt enough conclusion for an evening such as this.

In between, the Pickens Sisters and the Rondilles with the Whiteman orchestra participated in "Song of the Bayou"; vocal specialties by Ramona and Jack Fulton; Dance of the Hours ("La Gioconda") by the Pickens and Rondilles again; Floria Armstrong in vocals from operettas; Whiteman again with Gershwin's "I Got Rhythm"; a brief two-piano recital by Fray and Bragagni which developed into a show-stopper; Whiteman's own waltz revue, "Waltzing Through the Ages," one of his best concert platform standbys, and then the "Rhapsody."

Next week's guest soloist is Dana Suisse, female composer.

In the new trend towards a sinner living, these dinner Sunday nights look like a big thing for the Biltmore.

No couvert, which is smart, as the wine trade alone more than makes up for it. If Whiteman is getting an extra percentage on these Sunday concerts, as reported, on top of the \$4,000 weekly guarantee for his dance music, he's in for a nice extra chunk judging by the initial turn-out.

Barre, Vt., Jan. 15.

John Laipus and John Garusso, dance promoters, are under arrest here charged with fraud.

Men came to this city and rented armor for an "NRA" dance and announced music would be furnished by Jack Dawn and his Greyhound Nite Club orchestra. Pair also sold advertising space in program and promoted a "Miss Frogs" beauty contest.

Night of dance found orchestra comprised of four school boys and the promoters without the cash to pay hall rent or buy prizes for contestants.

Government is taking hand in the matter as the Blue Eagle was used in all advertising matter.

### Aldermen Curb Strict Mayor on Beer Music

Burlington, Vt., Jan. 15.

Bands are to return to local beer gardens.

Last fall the city administration put a ban on dancing in places where beer was sold.

But owners have been waging a stiff battle against ruling. The ordinance has been lifted by the board of aldermen, but Mayor James Burke, leader of the movement, is expected to veto the action. Aldermen, however, will not sustain mayor's veto and dance will return on February 25.

### SOSNICK POP TUNE

Chicago, Jan. 15.

The theme song of Harry Sosnick orchestra, "Lazy Rhapsody," will be issued as a pop number by Robbins.

Song is taken from an original piano solo by Howard Jackson and rewritten by Sosnick as a pop melody. Words have been supplied by Ned Washington.

# EVEN PIANOS SOLD WELL IN DEC.

For the popular sheet end of the music industry it was the biggest December in at least four years. Instead of the dealer call slumping off with the approach to Christmas, as has been the customary reaction, business for the distributors surged upward from week to week. But with the turn of the year things hit a sharp decline and that included the top sellers. Trade construed this slump as due merely to seasonal inventory taking by the retailer.

Smash sales piled up by "Did You Ever See a Dream Walking" (De-Sylva) the first two weeks of December just managed to nose that tune into first place for the month. "Good Night Little Girl of My Dreams" (Morris), maintained a strong stride across the counters throughout this period, while Shapiro, Bernstein's "Old Spinning Wheel" suddenly shot into prominence in midmonth and by the windup of December was in the lead.

Represented among the remaining designs of December's big six is a tune, "Honeymoon Hotel," from a screen musical and another, "Easter Parade," from a Broadway production. Latter number derives from "As Thousands Cheer" and it's the first outstanding seller from a legit source to bob up in over a year. Down among the runners-up for December are "Puddin' Head Jones" (Remick), "I'll Be Faithful" (Robbins), "By a Waterfall" (Witmark), and "You're Gonna Lose Your Girl" (Ager).

Succession of smash tunes has done much to bolster the turnover for the mechanicals. Bing Crosby continues as Brunswick's white-haired boy. Columbia's December sales gave Emil Cukor ace ranking and Eddie Duchin took the lead last month on Victor's list.

## Ian Selling?

Chicago, Jan. 15. December saw a continued climb in music sales throughout the field. Sheet music jumped another 10%, while records delivered the biggest month in more than two years. Another indication of returning happiness to the music biz was the sensational hop in piano sales. Long considered passe and flatly through as an industry the piano biz shot back into life during the past month. The Christmas present season sent a heavy increase of pianos in many homes, which accounts again for the step-up in music sales.

Practically tied in first place in the sheet field are "Dream Walking" and "Good Night Little Girl." Coming up fast is "Old Spinning Wheel," which looks like the top for next month's survey. Not on the blue ribbon this month but destined for a spot next month is "Everything I Have Is Yours," its blue ribbon spotting being indicated by its present rate of climb.

In the disc list Victor gave ace songs to the Henry King band for the old build-up which resulted in King orchestra snagging two of the six best sellers. Wayne King band got into the ace schedule by a combination of two old songs. King had done "Waltz You Saved for Me" and "Song of the Islands" before but on separate discs. Victor brought the two tunes together with the combo discs picking up sales quickly.

## Okay Los Angeles

Los Angeles, Jan. 16. Jobbers and retailers all report increased business for this December over 1932 particularly in sheet music and records. Radio and other musical instruments didn't move as fast as expected but no one is kicking.

Surprise is "Last Roundup" hanging on as topper on all record lists despite a number of good new platters-in-the-catalogs. Increase of sheet music sales was not alone confined to L. A. and San Francisco, intermediate spots all reporting an increase.

"Dream Walking" is the hottest thing both in discs and sheets though it only reached the charmed half dozen on Victor's list sales, but will make the other two before this week is out.

# DECEMBER MUSIC SURVEY

THIS TABLE SHOWS THE LEADING SIX SELLERS IN SHEET MUSIC AND PHONOGRAPH RECORDS GATHERED FROM THE REPORTS OF SALES MADE DURING DECEMBER BY THE LEADING MUSIC JOBBERS AND DISC DISTRIBUTORS IN THE TERRITORIES

## 6 Best Sellers in Sheet Music

Reported by Leading Jobbers

NEW YORK	CHICAGO	LOS ANGELES
SONG-No. 1 SONG-No. 2 SONG-No. 3 SONG-No. 4 SONG-No. 5 SONG-No. 6	'Did You Ever See a Dream Walking?' 'Good Night, Little Girl of My Dreams' 'Old Spinning Wheel' 'Annie Doesn't Live Here Any More' 'Honeymoon Hotel' 'Easter Parade'	'Did You Ever See a Dream Walking?' 'Good Night, Little Girl' 'Old Spinning Wheel' 'Annie Doesn't Live Here Any More' 'The Last Round Up' 'I'll Be Faithful'
BRUNSWICK-No. 1	'Did You Ever See a Dream Walking?' 'Let's Spend an Evening at Home' (Bing Crosby-Lennie Hayton Orch.)	'Did You Ever See a Dream Walking?' (Guy Lombardo Orch.)
BRUNSWICK-No. 2	'Did You Ever See a Dream Walking?' 'I Raised My Hat' (Guy Lombardo Orch.)	'Who's Afraid of the Big, Bad Wolf?' (Victor Young Orch.)
BRUNSWICK-No. 3	'Smoke Gets Into Your Eyes' (Reeves Reisman Orch.)	'Annie Doesn't Live Here Any More' (Guy Lombardo Orch.)
BRUNSWICK-No. 4	'Count Your Blessings,' 'April in Paris' (Freddy Martin Orch.)	'You're Gonna Lose Your Gal' (Casa Loma Orch.)
BRUNSWICK-No. 5	'You're Gonna Lose Your Gal,' 'We Were the Best of Friends' (Casa Loma Orch.)	'Temptation' (Bing Crosby)
BRUNSWICK-No. 6	'Temptation,' 'We'll Make Hay While the Sun Shines' (Bing Crosby)	'One Minute to One' (Hal Kemp Orch.)
COLUMBIA-No. 1	'Moon About Town,' 'What Is There to Say' (Emil Coleman Orch.)	'Did You Ever See a Dream Walking?' (Meyer Davis Orch.)
COLUMBIA-No. 2	'Just Couldn't Take It Baby,' 'A Hundred Years from Today' (Ethel Waters-Tony Bennett-Goodman Orch.)	'One Minute to One' (Eric Madriguera Orch.)
COLUMBIA-No. 3	'Did You Ever See a Dream Walking?' 'Many Moons Ago' (Meyer Davis Orch.)	'Cinderella Fella' (Ferdie Grofe Orch.)
COLUMBIA-No. 4	'Your Mother's Son-in-Law,' 'Tappin' the Barrel' (Benny Goodman Orch.)	'100 Years from Today' (Ethel Waters)
COLUMBIA-No. 5	'Surprise,' 'Throw Another Log on the Fire' (George Olsen Orch.)	'Roll Out of Bed with a Smile' (George Olsen Orch.)
COLUMBIA-No. 6	'Inka Dinka Doe,' 'Count Your Blessings' (Ferdie Grofe Orch.)	'Moon About Town' (Emil Coleman Orch.)
VICTOR-No. 1	'Did You Ever See a Dream Walking?' 'After All You're All I'm After' (Eddie Duchin Orch.)	'Did You Ever See a Dream Walking?' (Eddie Duchin Orch.)
VICTOR-No. 2	'When Your Heart's On Fire,' 'Something Had to Happen' (Paul Whiteman)	'Don't You Remember Me?' (Henry King Orch.)
VICTOR-No. 3	'I Raised My Hat,' 'Puddin' Head Jones' (Rudy Vallee)	'You're Gonna Lose Your Gal' (Jan Garber Orch.)
VICTOR-No. 4	'You're Gonna Lose Your Gal,' 'You've Got Ev'rything' (Jan Garber)	'Puddin' Head Jones' (Rudy Vallee)
VICTOR-No. 5	'Not for All the Rice in China,' 'Supper Time' (Leo Reisman Orch.)	'April in Paris' (Henry King Orch.)
VICTOR-No. 6	'Thanks,' 'The Day You Came Along' (Leo Reisman Orch.)	'Waltz You Saved for Me,' 'Song of the Islands' (Wayne King)

## 3 Leading Phonograph Companies Report 6 Best Sellers

Side responsible for the major sales only are reported. Where it is impossible to determine the side responsible for the sales, both sides are mentioned:

BRUNSWICK-No. 1	'Did You Ever See a Dream Walking?' 'Let's Spend an Evening at Home' (Bing Crosby-Lennie Hayton Orch.)	'The Last Round Up' (Victor Young)
BRUNSWICK-No. 2	'Did You Ever See a Dream Walking?' 'I Raised My Hat' (Guy Lombardo Orch.)	'Beautiful Girl' (Bing Crosby)
BRUNSWICK-No. 3	'Smoke Gets Into Your Eyes' (Reeves Reisman Orch.)	'Temptation' (Ted Florita Orch.)
BRUNSWICK-No. 4	'Count Your Blessings,' 'April in Paris' (Freddy Martin Orch.)	'Build a Little Home' (Abe Lyman Orch.)
BRUNSWICK-No. 5	'You're Gonna Lose Your Gal,' 'We Were the Best of Friends' (Casa Loma Orch.)	'Buckling the Wind' (Anson Weeks Orch.)
BRUNSWICK-No. 6	'Temptation,' 'We'll Make Hay While the Sun Shines' (Bing Crosby)	'Good Morning Glory' (Jay Whidden Orch.)
COLUMBIA-No. 1	'Moon About Town,' 'What Is There to Say' (Emil Coleman Orch.)	'The Last Round Up' (George Olsen Orch.)
COLUMBIA-No. 2	'Just Couldn't Take It Baby,' 'A Hundred Years from Today' (Ethel Waters-Tony Bennett-Goodman Orch.)	'Ain't You Glad' (Benny Goodman Orch.)
COLUMBIA-No. 3	'Did You Ever See a Dream Walking?' 'Many Moons Ago' (Meyer Davis Orch.)	'Everything I Have Is Yours' (George Olsen Orch.)
COLUMBIA-No. 4	'Your Mother's Son-in-Law,' 'Tappin' the Barrel' (Benny Goodman Orch.)	'Texas Tea Party' (Benny Goodman Orch.)
COLUMBIA-No. 5	'Surprise,' 'Throw Another Log on the Fire' (George Olsen Orch.)	'It's the Talk of the Town' (Fletcher Henderson Orch.)
COLUMBIA-No. 6	'Inka Dinka Doe,' 'Count Your Blessings' (Ferdie Grofe Orch.)	'Big Bad Wolf' (Ben Bernie Orch.)
VICTOR-No. 1	'Did You Ever See a Dream Walking?' 'After All You're All I'm After' (Eddie Duchin Orch.)	'The Last Round Up' (Don Bestor Orch.)
VICTOR-No. 2	'When Your Heart's On Fire,' 'Something Had to Happen' (Paul Whiteman)	'Big Bad Wolf' (Don Bestor Orch.)
VICTOR-No. 3	'I Raised My Hat,' 'Puddin' Head Jones' (Rudy Vallee)	'Did You Ever See a Dream Walking?' (Tom Coakley Orch.)
VICTOR-No. 4	'You're Gonna Lose Your Gal,' 'You've Got Ev'rything' (Jan Garber)	'Puddin' Head Jones' (Rudy Vallee)
VICTOR-No. 5	'Not for All the Rice in China,' 'Supper Time' (Leo Reisman Orch.)	'April in Paris' (Henry King Orch.)
VICTOR-No. 6	'Thanks,' 'The Day You Came Along' (Leo Reisman Orch.)	'Waltz You Saved for Me,' 'Song of the Islands' (Wayne King)

## Night Club Reviews

### Hotel Roosevelt, N. Y.

wonder the hotels can pay their dance attractions well.

Likewise of unusual import is the change in Rubinoff's personality. He has become a more pronounced, not to shadow-box his forte, but he has been his pugilistic wont when at a "Poet and Peasant" overture workout at the Paramount theater on Broadway. Instead he's a freer and more affable maestro, attuned to the tempo of his present chore. He's only serious when essaying a snatch of Violin soloing, long his forte, and with the air of a man who'd like that drop-off will from the ceiling, or raises out of the way, right over the bandstand, he manages a little dance-floor-stopping all his own. But that's not often, and wisely. For the main idea is the dancapation.

There's also a tiptop mike warbler with him, Helen Moran, who, in the present program of the chanteuse, does sweetly but intermittently.

The Rubinoff premiere was quite a festive occasion with Carter coming over from the Brooklyn Paramount to do his bit for his Chase and Sanborn maestro, while NBC Announcer James Wallingford m.c'd the entertainment.

On the side, there's a bit over-long, the song plugger getting a salvo of recognition. Why the newspaper bunch present must be introduced is something only some ancient custom must answer for, with the exception of a couple of by-liners who thrive-on-that sort of thing; it's a general nuisance all around. Abel,

five oasis for a long time, and long jealous of the type of patronage it admits.

With the license and legal ticker, the open-door hasn't been entirely open-sesame, for John Perona, who runs the spot is still wisely guarding his establishment. There's still a semi-formal presentation, and against strays of the night so that El Morocco, no matter the hour, is still as choosy in its patronage.

Joe Smith's band and an Argentine alternate for the amusement, but the big draw on the place is the decor of the room and its warm and comfortable seating arrangement. There's a \$1 cover now tacked on.

### MACEO SUIT GOES ON

Galveston, Jan. 15.

Louisiana Supreme court will decide whether Mrs. Sam Maceo, wife of Galveston night club operator formerly Miss Jessie McBride of New Orleans, will receive \$60,000 from estate of her former fiance, Oakley E. Harris, New Orleans sportsman, who was slain several years ago by Sara Kellaway.

Long-drawn-out legal controversy finally appealed to high court by relatives who are opposing lower court decision in favor of Mrs. Maceo.

Ted Weems band has secured additional time at the Bismarck hotel, Chicago, sticking indefinately instead of pulling out on Feb. 8 as originally planned.

### OREGON CAFES SELL ONLY WINES, BEER

Portland, Ore., Jan. 15.

Nite club biz burst into full bloom in the burg over New Year's. Vic Meyer's Club Victor started things going, and other spots got their share. Burg hasn't had any nite club biz for years. Congress and Multnomah hotels vainly tried to popularize the idea. But the only real trade went to the speaks.

Repeal changed the picture, though state law prohibits serving hard liquor by the glass.

### New York Boasts Again.

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and His Orchestra

Proving to patrons of the ultra-modern dance deuce that there is something new under the dance music sun with their playing of

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"BITTIN' ON A LOG"

"WE'LL MAKE HAY WHILE THE SUN SHINES"

"OUR LOVE IS GREENE"

"TEMPTATION"

"AFTER SUNDOWN"

"CINDERELLA'S FELLA"

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